

EXHIBITOR



... Welcomes From Twenty-Four Countries
Meet At European Convention In Rome



**Clifton Webb AS
Mr. Scoutmaster**

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... with a \$250,000
National TV Campaign
pinpointed to saturate
your territory and
sell your play-
date and your
theatre— at no
cost to you!



50 Number 14
Sections: Section One

AUGUST 5, 1953

ED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

**GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS**

aturing STUDIO SURVEY

THERE'S NO BUSINESS LIKE 20th CENTURY FOX BUSINESS!

"I'M BUSTING MY BUTTONS WITH PRIDE"



said the Ad Man, just back from M-G-M's Coast Studios where he got an eyeful of wonderful coming attractions filmed in the exciting new media. You'll hear plenty about them but listen to him briefly here:

★

"MOGAMBO" (Technicolor)

I saw the greatest African adventure-romance of all time. It was filmed on safari in Technicolor and is even bigger than M-G-M's "King Solomon's Mines." The jungle tears the veneer of civilization from a society beauty and a night club doll who fight for the devil-may-care leader of an expedition into the untravelled wilderness of the Dark Continent. Clark Gable and Ava Gardner are sensational together! There's passion, conflict, danger of wild animals and savage natives, all topped by the unprecedented BATTLE OF THE GORILLAS! "MOGAMBO" means The Greatest!

★

"ALL THE BROTHERS WERE VALIANT" (Technicolor)

I heard a Theatre Preview audience cheer the wide screen presentation of this famed action novel filmed in Technicolor in Jamaica, British West Indies. Brother against brother (Robert Taylor, Stewart Granger) for the arms of a beautiful girl (Ann Blyth) aboard a mutinous whaling ship. A strange honeymoon, a seething mutiny, a romantic tropical voyage, a spectacular encounter on a thrilling whale hunt, an adventuring rogue and a seductive island girl, the fight for the pearl fortune . . . it's all BIG and PACKED WITH TICKET-SELLING ENTERTAINMENT by the director and producer of "Ivanhoe."

"TAKE THE HIGH GROUND" (Technicolor)

I attended the audience Preview of this glorious attraction on a big theatre screen. It was made by the producer of "Battleground" in the same tradition of high humor and thrilling group spirit. The audience loved every minute of the stirring saga of boys from over the entire nation who become the men who'll "Take the high ground and hold it" as their rousing song tells it. Richard Widmark and Karl Malden, as tough sergeants, give memorable performances and beautiful Elaine Stewart adds to her star build-up in a provocative role. The gags, the gripes, and the training routine of the typical foot-soldier kept the Preview audience in constant merriment.

★

"KISS ME KATE" (Ansco Color)

What an attraction I saw! Stars, romance, Cole Porter melodies, comedy. They combine to make this superb production of the stage hit of two continents the big musical news of coming months (*Print by Technicolor*). Kathryn Grayson, Howard Keel, those "Show Boat" sweethearts, are wonderful as the sparring stage couple who are brought together in a performance of "Taming of the Shrew." Ann Miller, gorgeous dancer of the show, is the new girl in Keel's life, but Kathryn gets her guy back finally after hilarious complications. A big cast of great dancing and singing talents delivers Cole Porter's most melodious score in thrilling style. Add this to the Hall of Fame of M-G-Musicals!

★

"FORT BRAVO" (Ansco Color)

I sat on the edge of my seat, just as a theatre-full of lucky patrons did who caught the sneak Preview on the exciting wide screen of this fast-paced spectacular outdoor drama! Fort Bravo is a stockade manned by Union soldiers that contains Southern rebel prisoners. Of constant danger to all are savage Apache Indians. To this outpost comes a Southern belle (Eleanor Parker) who dupes the handsome Captain Roper (William Holden) and escapes with several of the rebels including her Southern fiance (John Forsythe). The chase, filmed in Death Valley and the mountains of New Mexico, is gripping. The conflict of the love story, the savage attack by the Indians in an episode of memorable stature, the pictorial grandeur, the color make this an attraction to pack any house in the land.

(continued)

"THE ACTRESS"

I saw performances that will take t in the Screen Hall of Fame. Spence superb as the father of a stag daughter, played with pathos and la Jean Simmons, whose Mother, played Wright, is touching in her understand family. It's got the wide audience "Father of the Bride" and like that cess, has national penetration in a this case because of the Broadway "Years Ago" on which it is based told of the girlhood of actress Ru and its authenticity yields laugh courage, youthful dreams and roma the ingredients that send patrons theatre eager to tell friends: "Don't Actress.' It's a wonderful picture."

★

"TORCH SONG"

I saw the new Joan Crawford pict first in Technicolor. It will make who thrilled to her performance Fear" say: "Joan has done it again. Song" she plays the sultry musical comedy star, Jenny Stewart, who came up the hard way and treats everybody that way until a blind pianist, handsome war veteran Michael Wilding comes into her life. This picture bristles with tension and suspense. Its love story is truly great. Magnificent in Technicolor, beautifully gowned and jewelled, Joan has a rare opportunity to combine her powerful dramatic talents with the singing and dancing that first won her acclaim. The story moves from rehearsal halls, where a big musical is in production, to smart supper-clubs and swank apartments. It's deluxe in every detail . . . the tops in mass audience entertainment!

★

"RHAPSODY" (Technicolor)

I saw a romance in big screen stature that is as inspiring as its setting — Paris, Zurich, The Riviera — and told against the love music of the world's immortals. It is fitting that Technicolor has been used to film its glories because Elizabeth Taylor has never been more alluring as the wealthy girl, whose selfish need of attention causes the man she loves to desert her and almost destroys another musical student who gives up his career for her. Handsome, exciting Vittorio Gassman, a new screen idol, and John Ericson, of the New York stage, are the two young men caught in the silken web of this seductress. Primarily a drama of conflict and passion, this superb attraction ranks with the great motion pictures that have been interwoven with the brilliant music of the masters.

EXHIBITOR

GENERAL EDITION

AUG. 5 - OCT. 28, 1953

VOL. 50

"Y TO LOVE" (Technicolor)

er Williams Technicolor musical grandeur to challenge "Million aid" or any of her other great omantic attractions. Shapely Aqua-Queen of Cyprus Gardens, ed by all except her Boss (Van is too busy as a promoter. On a ork she meets a famed night-club Martin) who gives her a White id pursues her to Florida where ly realizes what he's been missing. e for yourself you can't truly wonders of the four lavish water e of them, for instance, showing ms leading 100 top American ski- ved by eight speedboats. After r 12-foot ramps, she is lifted by feet high to dive from a trapeze er of the 100 skiers. It's breath- y To Love" is easily the industry's l Sensation!

★

AND MORE!

I saw completed footage of other great M-G-M attractions destined to make box-office headlines. For instance: Cinemascope scenes of "Knights of the Round Table" now being filmed in Technicolor in the locale of the story abroad. This masterpiece of the days when knighthood was in flower stars Robert Taylor, Ava Gardner, Mel Ferrer and many more. I saw hilarious sequences of the coming Lucille Ball-Desi Arnaz Technicolor comedy riot "The Long, Long Trailer" and it's everything you dreamed from this nationally beloved pair. I saw parts of a remarkable production filmed in Technicolor in French Morocco called "Saadia" starring Cornel Wilde, Mel Ferrer and the new beauty Rita Gam. It is rich with the intrigue, the dancing girls, the crack riders, the mystic excitement of that romantic setting. YOU BET I'M BUSTING MY BUTTONS WITH PRIDE . . . AND YOU'LL BUST YOUR RECORDS!

★

And when I got back, I heard the great "BAND WAGON" news! A sensation in its Washington, D. C. opening, the first date out-of-town to play simultaneously with its record-breaking Music Hall run!



THE AMERICAN PUBLIC CHOOSES

ASCAP MUSIC



More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.



ONE EASTERN theatreman reports that with the changing admissions at his house, what with the 3-D shows and the other advanced price features, patrons never know what to pay. However, the manager says that one patron had the answer. Coming up to the window to buy his ticket, he asked, "How much will it be tonight?", and pulled out his check book.



AN ENGLISH industry organization is cutting down on the banquets it will hold this year with an eye toward making the public conscious of the need for relief from taxes. On this side of the pond, many of the houses are concerned with just plain "eating money," let alone fancy dinners.



WHEN a patron of an eastern theatre learned that an envelope belonging to him and containing a sum of money had been found, and would be returned to him, he declared: "I saw the picture you are playing tonight, but otherwise I would certainly see your show."



DURING THE SHOWING of a 3-D picture that had a big fire scene, the patrons thought things were too realistic until they learned that the air-conditioning system was bringing in smoke resulting from the unit having broken down.

H. M. M.

I N D E X

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THE COVER PHOTO

At U-I's recent European sales convention in Rome, Italy, Americo Aboaf, foreign sales manager, showed Alfred E. Daff, executive vice-president, the special edition of The Rome Daily News in English, German, French, Finnish, Flemish, Arabic, Danish, Greek, Dutch, Hebrew, Italian, Norwegian, Portuguese, Spanish, and Swedish.

EXHIBITOR

Vol. 50, No. 14



AUGUST 5, 1953

Thanks To Be Given

THE remarkable job done by the entire industry in the fight for the elimination of the 20 per cent federal admissions tax is now history. It is to the credit of the leaders, and those in the field, that they never once wavered, but were always firm in their belief that both legislative houses could be convinced that the salvation of the motion picture business rested in the end of the levy.

BUT there is still some work to be done. The passage by both the House and Senate is the direct result of the progressive attitude taken by legislators who listened to what the trade had to say, and then became converts to the cause.

EVERYONE who voted for the measure deserves thanks, but the leadership of the Congressional drive was in the hands of seven men, Senator William F. Knowland, California, and Senator Eugene D. Milliken, Colorado, both Republicans, and Representatives Joseph W. Martin, Massachusetts; Noah M. Mason, Illinois; Charles A. Halleck, Indiana; Daniel A. Reed, New York; and Leo E. Allen, Illinois, also Republicans. They, together with all the others who voted for the measure, are to be commended.

IT WOULD BE WELL, therefore, for everyone in the industry to take time out to send personal thanks to the men mentioned above, as well as to the Senators and Representatives from their own districts, who voted for the measure. Too often, after a bill passes, there is a tendency to forget, but in this case it is up to the business to be different, and, for a change, show its appreciation for the help it secured.

THE time is now. Sit down and write a letter to each of the above. It doesn't have to be a formal note, just a thank you, and we are certain they will be appreciated.

WILL you be one to do it?

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MILTON R. RACKMIL, PRESIDENT, AND ALFRED E. DAFF, EXECUTIVE VICE-PRESIDENT, PRESIDE AT THE U-I SALES CONVENTION IN ROME, ITALY.

The Technical Note Affects The International Scene

3-D, Wide-Screen, And Other Developments Highlight The U-I Conclave Held in Rome, Italy



Daff presents Tyrone Power with an album containing clippings of press coverage since his arrival in Rome with his wife, Linda Christian.

LIKE other major film companies, Universal-International Films, foreign subsidiary of Universal Pictures Company, has held European sales conventions before, but with 3-D and wide-screen very much in the thoughts of exhibitors throughout the world, this year's European sales convention was a little different.

Held in Rome for the first time in many years, it brought the company's top echelon to Europe headed by Milton R. Rackmil, president; Alfred E. Daff, executive vice-president; Americo Abcaf, foreign sales head, and Fortunat Baronat, foreign publicity director, to join the company's district managers, branch managers, and territorial publicity chiefs from 24 countries of Europe, North Africa, and the Near East.

Tyrone Power and his wife, Linda Christian, were guests of honor at several of the functions held in connection with the convention.

The delegates were also afforded a rare honor in being invited to a special reception at Campidoglio Palace by the Honorable Salvatore Rebecchini, mayor of Rome.

During the three days of meetings, the delegates attended a special showing of U-I's first 3-D picture, "It Came From Outer Space", at the Fiametta, Rome, which was also attended by the city's leading exhibitors, and, finally, they participated in a gala premiere of U-I's "The Mississippi Gambler", starring Tyrone Power, at the Fiamma, a benefit for one of the city's leading charities.

It was a stimulating meeting for everyone concerned, and the delegates went back to their respective territories to assure their customers that in 1953-54, the 32 pictures which U-I is releasing would be available, as in the United States, in standard form, in 3-D, and in wide-screen to meet the requirements of the ever-changing market throughout the world.



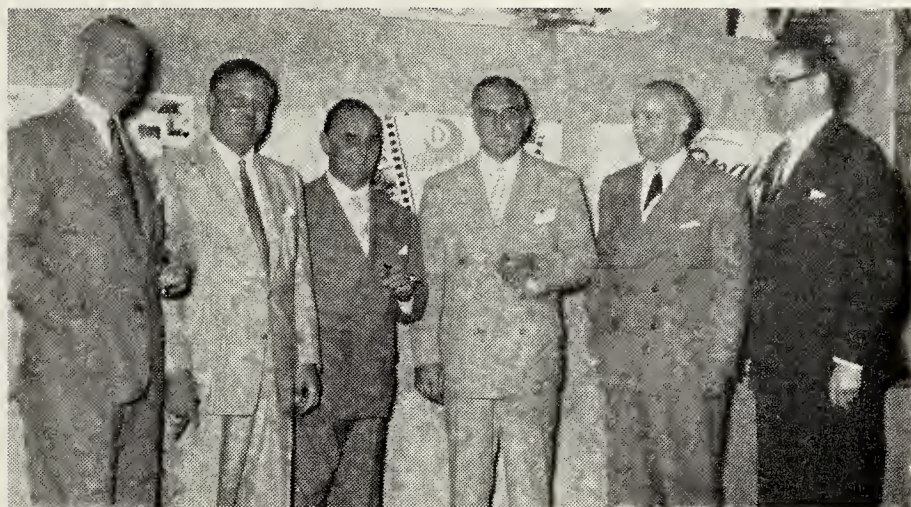
Americo Aboaf, U-I foreign sales head, and Harry Novak, continental general manager, are greeted on their arrival in Rome by E. Zama, left, Italian manager, and R. Bocchia, right, Italian manager, branch operations.



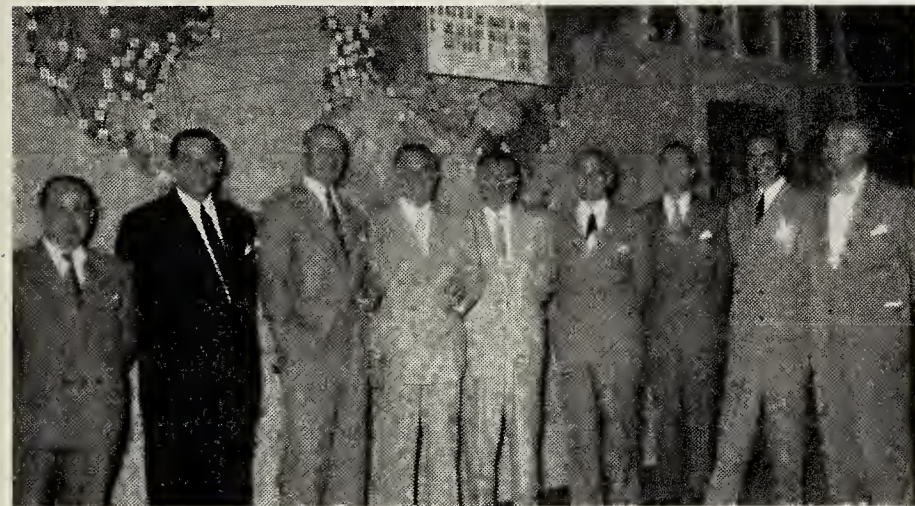
Fortunat Baronat, foreign publicity director, outlines promotional plans on the U-I features scheduled to be released during 1953-54. Seen, left to right, are Daff, Aboaf, Baronat, and John Marshall, all quite interested.



Rackmil tells the assembly about U-I's world-wide organizational plans. The convention was highlighted by discussion of new screen techniques.



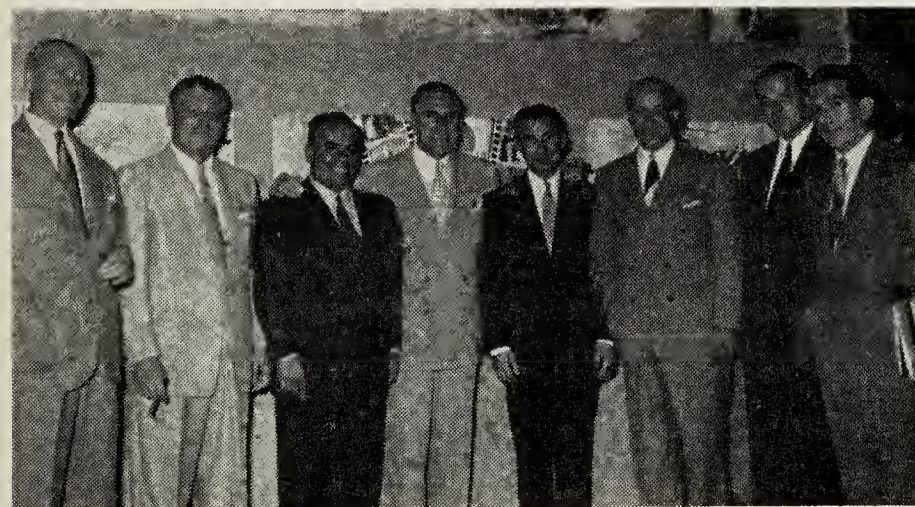
Seen, left to right, at one of the sessions are Novak, Rackmil, England's Douglas J. Granville, Daff, Aboaf, and Jack Sullivan, also from England.



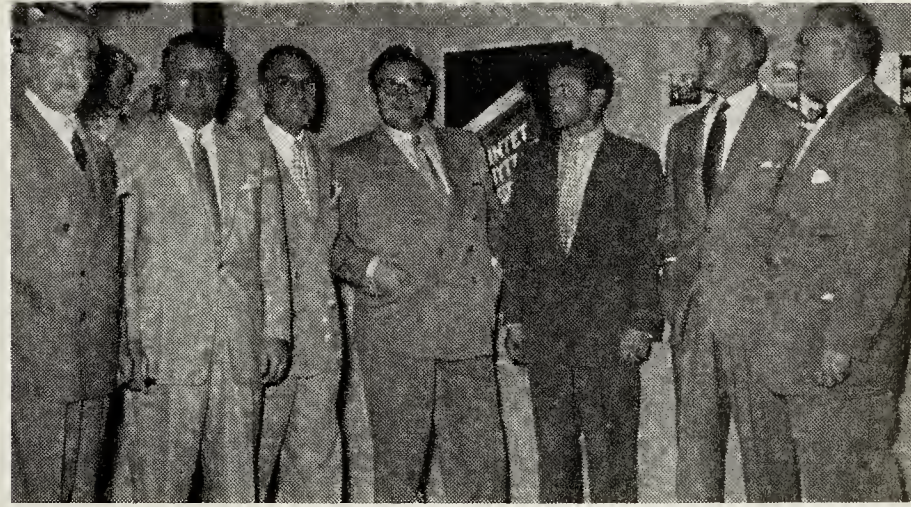
Executives meet with representatives from U-I continental headquarters, and seen, left to right, are Bernard Goldman, Marion Jordan, Novak, Daff, Rackmil, Aboaf, Dick Brett, John Spires, and Marshall, among the 24 nations.



The delegates from Italy get together with the American executives, and seen, left to right, are southern Europe supervisor Jordan, Dr. F. Scalzaferri, Daff, I. Naisini, Zama, Rackmil, Aboaf, Novak, E. Santucci, and Bocchi.



Seen, left to right, are Novak, Rackmil, Portuguese delegate J. Ribeiro Belga, Daff, F. Bori, Aboaf, Jordan, and Enrique Aguilar, Spanish manager.



U-I's German sales force meets the executives, and noted, left to right, are Aboaf, Rackmil, Daff, Lutz Scherer, Wolfgang Marz, Novak, and Marshall.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Deaths

Harry Samwick, who was a pioneer in the display field, dies (page 16).

Distribution

Paramount releases the names of 58 employees in its branches who have been recipients of the Schwalberg Merit Awards for their efforts on behalf of the company's "Greater Confidence Parade" (page 15).

Al Lichtman, 20th-Fox director of distribution, sees benefits in the single stereo system (page 15).

Monroe Goodman is named coordinator for the Paramount "Adolph Zukor Golden Jubilee Drive" (page 18).

Exhibition

MGM's "The Band Wagon" is helping the company record a new high in attendance and grosses at Radio City Music Hall, New York (page 9).

Financial

Technicolor shows a greater profit in its financial report (page 8).

International

Famous Players managers win plenty of prizes, Mexico signs for CinemaScope, and the Brazilian situation is easing (all on page 10).

Legal

The U. S. District Court in Louisville, Ky., rules that alphabetically numbered theatre tickets do not comply with the law. The circuit which brought the action had been using Standard Cryptix Numbering System (page 9).

Legislative

It doesn't look too good for the President's ok on the Mason Bill to eliminate the 20 per cent federal admission tax. Although the Senate and House both passed it, unofficial reports had the President against the bill. Sentiment among the nation's newspapers was divided (page 9).

Mel Konecuff

A discussion with producer Tony Owen and director George Marshall and a stunt for MGM's "Dream Wife" are the principal items of interest (page 8).

Production

More producers are signing for 20th-Fox's CinemaScope, according to an announcement from the company (page 15).



Seen, left to right, are director George Marshall and producer Tony Owen in New York recently talking to EXHIBITOR's Mel Konecuff prior to their takeoff for Africa, where they will film "Duel in the Jungle," starring Jeanne Crain and Dana Andrews, in Technicolor for Associated British Pictures Corporation and Moulin Productions.

"Band Wagon" Still Strong On B'way

NEW YORK—Business was still up apace in most of the Broadway first-runs over the weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE CHARGE AT FEATHER RIVER" (WB). Paramount, with stage show, expected the third week of this 3-D attraction to hit \$60,000.

"GENTLEMEN PREFER BLONDES" (20th-Fox). Roxy, with ice show, reported \$84,000 for Wednesday through Sunday, with the third week heading toward \$108,000.

"THE BAND WAGON" (MGM). Radio City Music Hall, with stage show, garnered \$93,000 for Thursday through Sunday, with the fourth week expected to top \$155,000.

"SECOND CHANCE" (RKO). Criterion anticipated the second week of this 3-D film at \$26,000.

"DREAM WIFE" (MGM). Rivoli expected the opening week to hit \$26,000.

"HOUDINI" (Para.). Holiday was heading toward a \$12,000 fifth week.

"SEA DEVILS" (RKO). Globe reported that the opening week would tally \$10,000.

"SCARED STIFF" (Para.). Mayfair claimed \$20,000 on the fifth week.

"STALAG 17" (Para.). Astor expected the fifth week to reach \$28,000.

"THE STRANGER WORE A GUN" (Col.). Loew's State claimed the opening week of this 3-D film would reach \$20,000.

"RIDE, VAQUERO" (MGM). Capitol expected the third, and last, week to reach \$16,000.

"THE MOON IS BLUE" (UA). Victoria announced that the fourth week was heading toward \$28,000.

Technicolor Profit Increases

NEW YORK—The consolidated net profit after taxes on income of Technicolor, Inc. for the six months ended on June 30 is estimated to be \$1,608,709, equivalent to 84 cents per share on the new stock outstanding, as compared to \$1,025,420, equivalent to 55 cents per share, for the corresponding six months of 1952, according to Dr. Herbert T. Kalmus, president-general manager, last week.

DeTitta Retires From 20th-Fox

NEW YORK—Deon DeTitta, chief projectionist for 20th Century-Fox, last week, retired after 37 years with the company.

New York News Letter

— By Mel Konecuff —

PRODUCER Tony Owen and famed director George Marshall had a few minutes between planes to discuss their forthcoming venture to be filmed in Africa,



KONECOFF

titled at the moment "Duel in The Jungle," and to star Dana Andrews and Jeanne Crain. The production will be a joint venture between Associated British Pictures Corporation and Moulin Productions, with ABP retaining distribution for Great Britain. Scheduled to start shooting on Aug.

31 in and around Johannesburg, the pair revealed that no distribution deal has as yet been set. It will be in Technicolor with wide-screen projection in mind, and 3-D may yet be an added starter, a factor to be decided in England. The budget has been set at a million, with about two months allowed for filming. Daily rushes will be flown to England for processing, and will be jet transported back for viewing three days later by Marshall and Owen.

Editing and scoring will take place as rapidly as possible, and it is hoped to have the film ready for release by the end of the year. For the most part, the crew back of the cameras, etc., will come from England. Sam Marx and Tommy Morrison wrote the script, and the story is based on a German novel of the same name.

STUNT: Monty Salmon, managing director, Rivoli, has come up with a stunt which will not only help the picture currently at that house, MGM's "Dream Wife," but which will also assist the cerebral palsy drive. He has installed in front of the theatre a special stand containing rows of milk bottles, each labeled with a characteristic desirable in a dream wife, and passersby are invited to cast their votes via coins for that quality they deem most desirable.

In conjunction, a competition has been launched to pick a "Dream Wife of 1953," and this, too, is attracting considerable attention with balloting being done in the lobby of the house as patrons enter or leave. The winner will receive merchandise and a TV appearance.

Still another attention-getter are the invitations issued to the 500 members of the Bachelor's Club of America, who attended the premiere.

THE METROPOLITAN SCENE: "The Moon Is Blue" is at the Victoria, and a
(Continued on page 16)

Industry Awaits President's Tax Action

Standard Cryptix System Loses In Court Tilt

LOUISVILLE, KY.—The U. S. District Court ruled last week in a case brought by the Hiland Amusement Company that alphabetically numbered theatre tickets do not comply with the law. The circuit had been employing the Standard Cryptix Numbering System, which uses letters instead of numerals for ticket tabulation. The tax law requires that tickets be numbered in series so that Internal Revenue agents may check the number sold and the admission tax due.

The Internal Revenue Commissioner ordered the lettered tickets destroyed, and his request was backed up by the court decision.

MGM's "Wagon" Nears New Record

NEW YORK—Indications were last week that MGM's "The Band Wagon," would be the seventh attraction produced by MGM to garner one million dollars or better at the Radio City Music Hall. The musical is expected to tally more than a million people for the ninth MGM picture to chalk up such a record.

MGM's all-time record holder for dollars at the Music Hall is "The Great Caruso," which garnered \$1,391,000 during its 10 weeks at the theatre. About 1,305,000 people passed the turnstiles in two and a half months. Next in dollars was "Ivanhoe" with \$1,257,000 during its eight weeks, playing to approximately 1,110,000 people. Third MGM record holder was "Show Boat" with \$1,160,000 for eight weeks, during which time 1,100,000 people attended. "Random Harvest" was fourth with \$1,110,000 for the record, playing all time 11-week period during which one and a half million people saw it. Fifth in money was "Valley of Decision" with \$1,050,000 for nine weeks. About 1,250,000 people attended. Sixth place goes to "Mrs. Miniver" with a 10-week gross of \$1,025,000 and about 1,500,000 people.

"Weekend at the Waldorf" was eighth in the number of people attending an MGM picture with 1,200,000 people during nine weeks, and "Dragon Seed" was ninth in the number of people, counting off 1,095,000 in an eight week period. Grosses in each case were close to a million.

"The Band Wagon" grossed close to half a million for a 21-day period, indicating that the picture will stay up for at least seven or eight weeks for a final total or gross of better than a million dollars and approximately one million in attendance.

The nine previous grosses tallied \$8,993,000 for the 73 weeks playing time. In almost the one and a half years playing time for these nine pictures, the attendance total was better than 10,060,000. Every indication points to the 10th picture zooming the 10-picture gross to better than 10 millions.

Pessimistic Atmosphere Prevails But Trade Hopes For Best As Congress Puts On Adjournment Rush

WASHINGTON—The Mason Bill, relieving the motion picture industry from the burden of the 20 per cent federal amusement tax, reached the desk of President Eisenhower last week.

The chief executive has until midnight Friday, Aug. 7, to act favorably or unfavorably on the measure. If Congress remained in session until that date and the President takes no action, the bill becomes law. If Congress adjourns, and the President takes no action, the Mason Bill will die, a victim of the "pocket veto."

In the face of wire service reports that a presidential veto of the Mason Bill was imminent, the industry, through COMPO's National Tax Repeal Campaign Committee, last week started a grass roots campaign in an effort to save an estimated additional 5,000 theatres from closing before Jan. 1.

Exhibitors were called upon to make immediate approaches to press, radio, and television, and acquaint them with the facts. Adverse press reports, the fault of faulty press relations, had hurt the cause of tax repeal considerably, it was evident.

Exhibitors were also asked to consult with their bankers with a view to the latter making indicated approaches to the Treasury, which has vigorously opposed the Mason Bill. Thirdly, exhibitors were urged to contact their Senators and Congressmen, asking that they urge the President not to veto the bill. Exhibitors were also asked to seek the support of the governors of their states.

An unidentified, influential Republican Senator was quoted as the source of a report that the President had "reluctantly" decided to veto the measure, and this underscored the need for immediate action on the part of the bill's proponents.

The cause of tax repeal received another lift in the nation's press when The New York Daily News and The New York World Telegram and Sun urged the President to sign the Mason Bill. Other dailies also came out strongly for the industry.

The industry, disturbed over treatment of the bill by the press, was endeavoring to avoid unfair interpretation of the legislation by an educational campaign among radio and TV commentators and press correspondents. The three most troublesome points from the industry viewpoint were Treasury insistence that the repeal of the tax spells a \$100,000,000 tax loss; emphasizing that the public will not benefit, and contention that the bill discriminates in favor of the industry. Industry spokesmen answered these charges by pointing out that the theatres not forced to shutter will actually bring an increase of \$5,000,000 in tax revenue, that while many theatres require the relief to stay in operation, others will pass on all or a part of the saving to the public, and

Consecutively Numbered Tickets Would Still Be Needed

NEW YORK—There was considerable speculation last week as to the continued necessity for consecutively numbered tickets if the tax bill is signed and the federal levy is eliminated.

One exhibitor organization has told its members that there would no longer be a need for consecutive numbers.

Investigation proved that there would still be the need. In the first place, distributor contracts call for consecutive numbers on tickets in percentage engagements. Secondly, when there are local levies, consecutive numbers are a must. Finally, for his own records, the exhibitor would need consecutively numbered tickets.

that the industry needed relief for survival.

The League of New York Theatres, after a meeting of its governing board, dispatched a telegram to the President, urging him to veto the Mason Bill as "discriminatory and unfair." The measure was also under fire editorially from The Washington Post, controlled by Eugene Meyer. It conceded that the tax was unfair, but stated that the solution to the problem was not preferential treatment to the motion picture industry.

The industry was gratified at editorial support of the Mason Bill in other newspapers.

Meanwhile, Edward B. Arthur, general manager, Fanchon and Marco, St. Louis Amusement Company Theatres, announced that if the President signed the bill, the circuit would pass on half of the saving to the public in the form of reduced admission prices.

Remaining in Washington for the last stages of the repeal fight were Sam Pinanski, Colonel H. A. Cole, Pat McGee, Robert W. Coyne, and Al Sindlinger.

Accompanied by Senator Frank Carlson, Kansas Republican and a friend and adviser of President Eisenhower, Coyne, Cole, and McGee visited the chief executive, and urged him to sign the bill. Also present at the interview was Robert Livingston, Lincoln, Neb., vice-president, National Theatre Owners of America. The President was reported as non-committal but friendly.

In the face of increasing editorial objection to the passage of the Mason Bill, including attacks by The New York Times, The New York Herald Tribune, The Denver Post, The Memphis Commercial Appeal, The Richmond, Va., Times Dispatch and News Leader and Newsday, the industry was happy that the fur industry, which had failed in an attempt to get similar tax relief, had dispatched a letter to President Eisenhower urging him to sign the measure.

Both The New York Daily Mirror and The New York Journal American came out editorially in support of the Mason Bill, presumably paving the way for support in all Hearst newspapers.

The International Scene

Canada

FP Showmanship Results In Prizes

TORONTO—Famous Players managers showed strong showmanship during the past fortnight as one of their number topped a contest conducted by a film company, and awards were announced in a contest conducted within the organization.

Top manager of 10 in Canada was Bill Novak, manager, Capitol, Winnipeg, who walked off with a \$250 prize for his work on MGM's "Young Bess" contest. For his top prize, he competed with 10 managers whose theatres were playing the picture, and chosen by the film company to compete in the contest.

In the Famous Players District "B" Jamboree Contest, conducted under the aegis of supervisor Dan Krendel, Bob Harvey, manager, Capitol, North Bay, picked up first prize, \$100. Other winners in the contest were Art Cauley, Paramount, Peterboro; Bill Burke, Capitol, Brantford; Len Gouin, Capitol, Peterboro; Truman Walters, Regent, Oshawa, and Earl Scandrett, Royal, Woodstock. Other winners received merchandise.

Canadian Comment

Criticism of those exhibitors who have displayed improper advertising practices has been levelled by Clare Appel, public relations chairman, Motion Picture Industry of Canada. Appel, without naming those who took part in the campaigns which showed up in 3-D ads, appealed to exhibitors to consider the good name of the Canadian motion picture industry. So strong is the feeling carried out by the ads that one tradester has opined that one theatre may republish a bad review in its ad of the picture playing the opposition theatre. The whole industry is dirtied, commented another filmite, when one exhibitor spreads the mud.

Films relating to the bard, Shakespeare have appeared in Stratford, Ont., in connection with the Shakespearean Festival being carried on in the small town some 100 miles from Toronto. Jack Wellard, manager, Avon and Vogue, has shown every film with any connection with Shakespeare on which he has been able to lay his hands. He has shown "Henry V," while previous to that he had "Hamlet," and also plans "Romeo and Juliet." He also intends to include a 40-minute short, "Our Mr. Shakespeare."

CINE CHATTER: Newsreel cameramen walked off the job at the "Miss Canada" contest after charging officials with impossible working conditions and complete lack of cooperation. Only representative cameramen present were two men from the CBS-TV unit. Near-winner in the contest was Gay Barron, daughter of Win Barron, the "Voice" of the Paramount Newsreel in Canada. . . . Pat Travers is back as business agent for the Toronto projectionists, Art Milligan having resigned. . . . Children under 14 are now



The Nippon Gekijo, one of the finest theatres in Tokyo, recently installed a Westrex advanced sound system, and was the first 3-D theatre there.

permitted to attend motion picture theatres in the Province of Alberta unaccompanied after eight p. m. if the pictures are family entertainment. The legislature approved the change made by Order-in-Council earlier this year at its recent session. . . . Cooperation of the Child Welfare Department, Adoption Bureau, was enlisted in the showing of MGM's "Scandal at Scourie" when it played the Capitol, Halifax. Manager Pete Seelinger took advantage of the fact that the picture had a Canadian background, with the story laid in the Province of Ontario. . . . A civic enterprise in Vancouver, The Theatre Under The Stars, which has a large banner in the downtown area right under the noses of exhibitors, is causing concern to the film showmen. . . . A polio epidemic in the Kamloops, B. C., area has resulted in a request for discontinuance of all gatherings of children.

Movie personalities at the Calgary Stampede, which, by the way, was filmed for a short in CinemaScope, included Robert Stack, Dale Robertson, and "Wild" Bill Elliott. . . . Norman MacCutcheon joined the 16mm. department of MGM in Saint John, N. B. . . . Four Odeon suburban houses in Toronto played "Seven Deadly Sins," day-and-date, for the second-run. . . . Canada's largest drive-in,



During his recent visit to London, England, Lex Barker, "Tarzan" of the Sol Lesser jungle adventure films, made personal appearances at the Harrow and Willesden Granada during engagements of RKO's "Tarzan and the She-Devil." He is seen here with H. C. Fontaine, Granada.

the Sky-Vue, was opened a mile east of Edmonton, Alta. The theatre holds 1,100 cars. . . . Five pictures were classified as "adult" in July by the Ontario Censor Board. . . . Tom Daley is tournament director of the Canadian Motion Picture Golf Championships on Aug. 25, rain or shine, in Toronto. Ralph Dale is chairman, prizes committee. . . . A break-in at the Community, Yarmouth, N. S., was reported by manager Bob Galbraith. . . . Night baseball is proving considerable opposition for theatres in the Maritimes. . . . Jay Lieberman, manager, Rialto, Edmonton, was a visitor to Toronto, as was Ed Baumgarten, Lippert, in for discussions with Cardinal Films. . . . 20th-Fox's "White Witch Doctor" received special commendation from the United Church of Canada for its sequences dealing with missionaries.

The first Canadian demonstration of CinemaScope was set by 20th-Fox for Aug. 11, at the Imperial, Toronto. Invited to the special morning showing will be exhibitors, newspaper reporters, editors, equipment manufacturers, government and financial leaders. W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, eastern and Canadian sales manager; Alex Harrison, home office representative; Peter Myers, Canadian division manager; and V. J. Beattie, Toronto manager, will be on hand to lead the demonstration of the company's new wide-screen system.

—HARRY ALLEN, JR.

Mexico

Spyros P. Skouras, president, 20th-Fox, and General Abelardo L. Rodriguez, leading Mexican exhibitor and film producer, concluded an agreement for the installment of CinemaScope in more than 100 theatres in Mexico and the production of several features in process. The contract marks the first major agreement for the conversion to CinemaScope in the Mexican film market. Witnessing the signing of the agreement in New York were Miguel Bujazan, general manager, Rodriguez circuit; Emanuel Silverstone, vice-president, 20th Century-Fox's International Corporation, and Edward D. Cohen, supervisor, Central and South America. Plans call for installations in 34 of Rodriguez' houses this year, with the rest to be equipped early in 1954.

Brazil

American film distributors operating in Brazil have completed the required formalities for the remittance of \$9,000,000 in blocked earnings and the first flow of dollars will come as soon as Brazil makes the next drawing on the \$300,000,000 Export Import Bank loan. The loan is being tapped in five installments of \$60,000,000 each. Two have already been withdrawn. The \$9,000,000 represents about half the current American film debt owned by Brazil. The total is larger than even the most optimistic American distributors expected.

Japan

William Schwartz, in charge of RKO's offices in Japan since 1951, has been appointed manager for Puerto Rico. He succeeds Melvin Edelstein, who goes to Colombia.

Once again

LOOK TO WARNER BROS.
FOR THE NEW LOOK

To the members of the motion picture industry—worldwide—who rightfully look to Warner Bros. to make the firmest and surest advancements in modernizing our always improving techniques, this is the announcement of

Warner SuperScope

This again confirms a confidence in pathfinding and leadership that began when the art and business of making motion pictures was very young.

For those who are concerned with the future aspect of the industry as well as the aspect ratio of the motion picture screen, we have never made an announcement of more importance.



Warner

ISH

WarnerSuperScope is not a sudden discovery presented to meet a sudden new interest in the photographic shape of things to come.

Scope as a word and as a science is the result of a Warner research development long underway. That development is here and ready; perfected to the ultimate of modern scientific know-how for screen size, for clarity, for the closer-to-nature values it gives to WarnerColor and for the tonal enhancement of WarnerPhonic Sound so that WarnerSuperScope will be welcomed as a magnificent new sensation in the motion picture theatre.

WarnerSuperScope will play its full power and beauty on the largest screens in the largest theatres, or the next to largest screens, or the screens next in size — any size within the 2.66 to 1 ratio on which its photographing and projecting lenses are based. This emphatically is not a blown-up film but a complete new photographic and projecting process produced for us by Zeiss-Opton.

The sweeping trend, as we know it, is for bigger theatre screens. We are in step with that trend.

Our own Warner All-Media Camera is now ready to photograph the following productions in WarnerSuperScope, transporting the story to WarnerColor film for projection on every wide screen installation now in use or contemplated for the future: "A Star Is Born" starring Judy Garland; "Lucky Me" starring Doris Day; "Rear Guard" starring Guy Madison; the classic spectacle of "Helen of Troy"; the world-renowned stage hit, "Mr. Roberts"; and John Steinbeck's current best selling novel, "East of Eden" produced and directed by Elia Kazan.

WarnerSuperScope is not only super in size, but super in its anticipation of our industry's needs in production and exhibition for years to come.

Jack L. Warner.

Warner SuperScope

PICTURE!

Because we know the impact of an announcement of this kind and because we believe that action should accompany words — within the first few weeks of production we contemplate a world-wide WarnerSuperScope demonstration for press and exhibitors who share with us the will to make the motion picture industry thrive and prosper. We will show completed scenes precisely as they will appear on your screens.

This demonstration should run about ten minutes — nine minutes longer than anyone will need to realize what a sturdy and far-reaching contribution WarnerSuperScope makes to our business.

In line with our policy of concentrating only on the production and distributing phases of our business, and with no wish to enter into the separate field of selling theatre equipment, we will make WarnerSuperScope projection lenses available to exhibitors with each picture on a very nominal rental basis within reach of even the smallest theatre operator.

Apart from the screen the only equipment that exhibitors will need for the success of WarnerSuperScope is their own enthusiasm to recognize and exploit to the fullest Warner Bros' latest contribution to our industry.

Benj. Talmon

All productions in

Warner SuperScope

will also be

photographed

by the Warner

All-Media Camera

in WarnerColor,

3D and 2D to meet

any desired aspect ratio, and

with WarnerPhonic Sound.



This Was The Week When

The Production Code Administration offices on the coast reported that the large number of scripts now going through indicates an increase in the production of feature length films. . . . Columbia set the world premiere of "The Red Beret" ("The Big Jump" in the United States) at the Empire, London, England, on Aug. 13. . . . Marcia Henderson, U-I star, continued on a 12-city personal appearance tour on behalf of "Thunder Bay," in which she appears. . . . 20th-Fox announced that its first demonstration of the new single stereophonic sound system will take place at the home office in New York in a few weeks.

An agreement was consummated in New York by Bob Savini, president, Astor, and Al Zimbalist, executive producer, Three Dimensional Pictures, Inc., for world-wide distribution rights over Zimbalist's 3-D "Robot Monster." The arrangement also gives Astor an option on the 3-D "Cat-Women on the Moon," soon to be put into production. . . . Cinerama's long-delayed midwest premiere took place at Eitel's Palace, Chicago, before a distinguished audience of industry figures, Chicago civic and social leaders, and many editors of newspapers and magazines and heads of radio and TV stations.

CinemaScope List Keeps Growing

NEW YORK—Twentieth Century-Fox last week granted the right to W. R. Frank to film in CinemaScope. He will produce "Sitting Bull." The Frank production, to be filmed in color, brings to two the number of pictures in CinemaScope scheduled for release through UA. Announced previously was "The Story of William Tell," to be made on European location, produced by and starring Errol Flynn, in color.

Twentieth Century-Fox's program in CinemaScope, commencing with "The Robe" in September, initially includes "How To Marry a Millionaire," "Beneath The 12-Mile Reef," and "The Gladiators," which have been completed; "Prince Valiant," "Hell and High Water," and "King of the Khybur Rifles," currently shooting, and "Night People" and "We Believe In Love," set to roll.

Other producers set to make pictures in CinemaScope are Walt Disney, who will film three features and a number of shorts.

Bert E. Friedlob has also announced production of "The Untamed" in CinemaScope. Metro is currently shooting "Rose Marie" and "Knights of the Round Table" in CinemaScope, and will lens "Brigadoon," "Beau Brummell," and "Empress of the Dusk" in the process. Columbia scheduled seven productions to receive the CinemaScope production treatment.

Subscription TV Bill Eyed

WASHINGTON—Representative Carl Hinshaw, Republican, California, last week introduced a measure in the House which was referred to the Interstate and Foreign Commerce Committee, headed by Representative Charles A. Wolverton, Republican, New Jersey, and which proposes an amendment to the Communications Act to define broadcasting as transmission without fee and define subscription television as a service deemed to be a common carrier.

Subscription TV interests view the latter definition as a serious and distinct threat. The measure is certain to come up shortly after the next session convenes in January. A common carrier status for paid TV would bring it under the control of the Interstate Commerce Commission.

Screen Ad Settlement Signed

WASHINGTON—The Federal Trade Commission announced last week that under a consent settlement signed by A. V. Cauger Service, Inc., Independence, Mo., entering into long-term exclusive screening agreements with theatres in the distribution of advertising films, which tend to hinder competition or create a monopoly, is to be discontinued. Cauger refrained from admitting or denying that it has engaged in any of the practices stated in the complaint as being against the law.

A one-year limit is placed on contracts calling for the exclusive screening in certain theatres of commercial or advertising films.

Ornstein's Second Work Nears

DALLAS—Announcement was made last week by The Story Book Press that "Deep Currents," by MGM's William Ornstein, would be published in the fall. It will contain 25 stories, broken into four groups, integrity, divinity, diversity, and affinity.

Ornstein's "Ma and Me," in its second printing, is also available once more.

SAG Adopts Anti-Red By-Law

HOLLYWOOD—An anti-Communist by-law was voted last week by the membership of the Screen Actors Guild, 3,769 to 152.

Lichtman See Benefits From Single Sound System

NEW YORK—Al Lichtman, 20th-Fox director of distribution, disclosed last week that multiple benefits in both costs and ease of operation will be gained by exhibitors as a result of the new single stereophonic sound system being introduced with the release of "The Robe" in CinemaScope.

Problems created by separate sound reproducers, such as booth space and flexibility of operations, will be eliminated by the revolutionary process, he said. Pointing up the ease and simplicity of affixing the single sound head to standard projectors, a fully synchronized sound and picture transmission will be achieved.

The sales head further declared that exhibitors will stand to make savings in film shipping charges due to the placing of the four sound tracks on one strip of film.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

MGM

"Half A Hero"—Skelton starrer will fit into the duallers.

Columbia

"From Here To Eternity"—Highest rating.

Paramount Names Merit Award Employees

NEW YORK—Fifty-eight employes of Paramount branches have been named to receive Schwalberg Merit Awards for their efforts toward making Paramount's 1952 "Greater Confidence Parade" the most successful sales drive in the company's history.

Inaugurated three years ago by A. W. Schwalberg, president, Paramount Film Distributing Corporation, the awards are made annually to branch personnel who do not participate in drive prizes, but, notwithstanding, display individual effort over and above their normal duties during the drive period.

The branch employes, who will share in a \$5,000 Schwalberg Merit Awards fund, include bookers, cashiers, secretaries, stenographers, clerks, salesmen, managerial personnel, etc.

Those named are: Lillian M. Ahern, Cincinnati; Edna A. Ahlers, Denver; John H. Andrews, Omaha; Edward C. Bradley, Boston; Tom W. Bridge, Dallas; Charles A. Caligiuri, Des Moines; Ray J. Carter, Memphis; Tillie M. Chalk, Denver; Helen Choma, Cleveland; Wendell F. Clement, Boston; Herbert D. Cohen, Central Division; Lester Coleman, Western Division; Edmund C. DeBerry, Buffalo; Al Fitter, Eastern-Southern Division, E. G. Fitzgibbon, Chicago; Marion C. Francioni, New Orleans; John R. Gaiser, Jr., Buffalo; Ralph T. Garman, Philadelphia; Newell S. Garrett, Memphis; Henry Germaine, New Haven; Sarah Goldberg, Chicago; David D. Gonda, Detroit; Donald R. Hicks, Des Moines; Thomas L. Henrich, South-Central Division; Walter Hoffman, Seattle; Eugene L. Jones, Salt Lake City; Mathew P. Judge, Philadelphia; John E. Kane, Philadelphia, and Hilda L. Ketterer, St. Louis; also Carl E. Lind, Salt Lake City; Thomas W. Luce, Jr., Dallas; Bonita K. Lynch, Minneapolis; Margaret McKinnon, New Haven; Anthony J. Mercurio, Buffalo; W. Sebe Miller, Dallas; John G. Moore, Boston; H. A. Nicholson, Memphis; Mary V. Osborne, Dallas; Jack E. Perley, New York; Linford B. Pitts, Omaha; Max H. Price, Charlotte; Dorothy J. Robinson, Indianapolis; Conrad F. Rose, Salt Lake City; S. Ben Rucker, Oklahoma City; Frank V. Rule, Dallas; Myron E. Sattler, New York; John J. Serfustino, Buffalo; Ulrik F. Smith, Philadelphia; J. Harry Swanson, Salt Lake City; Alfred R. Taylor, Los Angeles; Lawrence D. Terrell, Atlanta; Louise M. Vinson, Cincinnati; John Vos, Denver; Robert E. Weber, Midwest Division; Irving Werthamer, Milwaukee; Mike Weiss, Philadelphia; Ida H. Wolf, Pittsburgh, and B. Mae Woltz, Los Angeles.

Roxy Dividend Declared

NEW YORK—Roxy Theatre, Inc., in its dividend statement last fortnight declared a quarterly cash dividend of 37½ cents per share on the outstanding preferred stock.

PEOPLE

HOLLYWOOD—Bob Goodfried was last week named exploitation manager in the Paramount studio publicity department, heading a new unit organized by publicity director Ted Carle to handle pre-release exploitation, commercial tieups, previews, premieres, junkets, and important key openings. Arthur Wilde and Jerry Juroe are joining Goodfried in this exploitation department. Andy Hervey continues as Carle's assistant, and will function as publicity manager.

NEW YORK—J. Cheever Cowdin, former U-I board chairman, was sworn in last week as director of the motion picture division, International Administration Service. Leonard F. Erikson, vice-president and director, McCann-Erikson advertising agency, was named a deputy administrator of "The Voice of America."

NEW YORK—Morton A. Spring, first vice-president, Loew's International Corporation, last week announced some promotions. Joseph L. Seely was elected assistant treasurer, Charles Pati has been appointed assistant to Spring, and Ronald Carroll has been appointed assistant to Sam N. Burger, sales manager.

HOLLYWOOD—Walter Lantz Productions last week named Tom McLeod as director of advertising, publicity, and exploitation. McLeod was with U-I's publicity department for the past 12 years, and before that was publicity director for RKO and Warner theatres in southern California.

Levin Reveals 3-D Survey

NEW YORK—Jack H. Levin, president, Certified Reports, Inc., this week announced the results of a survey conducted recently dealing with patron acceptance of 3-D films. The survey included replies of 10,576 theatregoers, broken down by sex and age group, and indicated that the vast majority questioned liked the new "depthies," and intended to keep seeing them. The main objections were to the wearing of the polarized glasses which many patrons found uncomfortable. The older patrons were most critical.

A little over 50 per cent of those persons questioned indicated that they were unwilling to pay more for 3-D than for 2-D. Levin emphasized that the survey did not deal with the worth of film stories or the quality of the acting, but simply with reaction to the new screen medium.



At the recent 3-D buckskin premiere of Warner's "The Charge at Feather River," Paramount, Hollywood, many screen and TV stars were present in pioneer dress. Also on hand were Jack L. Warner and his daughter, Barbara, shown above.



Jack Beresin, Chief Barker, Variety Clubs International, is seen in New York recently signing the Pepsi-Cola Humanitarian Awards given to the VC tents in Houston, Tex., and Milwaukee. Shown, left to right, are Alan Finley, national theatre sales manager, Pepsi-Cola Company; Beresin, and Charles O'Reilly, the veteran chairman of the board, ABC Vending Company.

GPEC Earnings On Upgrade

NEW YORK—Hermann G. Place, president, General Precision Equipment Company, reported last week that net sales and earnings were substantially ahead of last year for the three month and six month periods ending on June 30. Sales were up 83 per cent for the quarter and more than double for the six months, while net income rose 147 per cent in the three months and over 200 per cent in the half year.

Consolidated sales in the quarter were \$20,985,580, as against \$11,436,556 in the same period last year. The six month sales were \$41,102,567, compared with \$19,216,574. Net income for the quarter was \$804,157, equal after preferred dividends to \$1.21 per common share, compared with \$325,452 or 48 cents per share. Profit for the half year was \$1,469,067, equal to \$2.22 per common share, as against \$361,112, or 54 cents per share.

The company declared a dividend of 25 cents per common share.

Charles Skouras Confined

HOLLYWOOD—Charles P. Skouras was flown back from Portland last week following recurrence of a cardiac condition, and was excused by Federal Judge Harry C. Westover from making depositions in two anti-trust cases until Oct. 19.

Skouras was confined to his home by doctors, who said he was resting easier.

Goetz Remains Until Nov. 12

HOLLYWOOD—William Goetz this week relinquished his post as head of production at U-I, but will remain at the studio until the expiration of his contract on Nov. 12 to wind up unfinished production duties. Edward Muhl was named as vice-president in charge of production.

Williams Boston Dinner Will Aid VC Fund

BOSTON—It was learned last week that the Boston Red Sox and the Variety Club of New England are co-sponsoring a \$100-a-plate welcome home dinner for Ted Williams, baseball star recently returned from military service in Korea. Proceeds of the affair, set for Aug. 17, will go to the "Jimmy Fund" for cancer research, and the public has been invited to attend.

Konecoff

(Continued from page 8)

few steps away in the Astor is "Stalag 17," and it has proved over the past several weeks that if one house is jammed, would-be patrons go to the other since both entries are for adult consumption. . . . Deborah Kerr and Donna Reed made personal appearances on opening day of "From Here To Eternity," Capitol. . . . The first repertory of British films ever to be held in America opened at the 55th Street Playhouse. Forty eight features will be shown through Sept. 28. Opening night saw a panel discussion on the role of the British film on the world market, on TV, etc., with prominent press people and others in attendance. Owner Martin Lewis seemed optimistic. . . . David Hanna has been appointed unit publicity director for the Moulin Production, "Americano," starring Arthur Kennedy and Glenn Ford, which is being filmed in Brazil. 'Twill be for UA release. . . . "Inferno," a good 3-D entry from 20th-Fox, is due at the Globe. . . . CinemaScope had a special demonstration for members of the Associated Blind at the home office. . . . Okeh pressbook entries in on "City of Bad Men" and "Inferno." . . . Irving Sherman, personnel director and office manager at Columbia for 21 months, is being transferred to an executive administrative post with Columbia Pictures International Corporation. Herb Smith, purchases director, assumes those posts as well.

Harry Samwick Mourned

NEW YORK—Harry A. Samwick, 65, president, American Display Company, died last week. He was an associate of the late Marcus Loew and an early distributor of Charlie Chaplin single reels. His firm, associated with National Screen Service, developed displays for theatre lobbies, and is presently servicing more than 6,000 theatres. He is survived by his wife, Agnes, and four sisters.

Schenck Confirms Circuit Report

HOLLYWOOD—Joseph M. Schenck last week confirmed reports that he is discussing plans for linking several large theatre circuits in one nationwide circuit to "better assemble efficient management in all phases of operation." He emphasized that the combining of buying power is not among the objectives under discussion. Schenck said that Magna Corporation has no connection with these plans.



Monroe R. Goodman was recently named national coordinator, "Adolph Zukor Golden Jubilee Salute," by A. W. Schwalberg, president, Paramount Film Distributing Corp. Goodman, an industry veteran, is Schwalberg's assistant.

TARGET OF ACCLAIM!

"Taut, well-made spy thriller!
A maximum of suspense!
Good b.o.!"
—Variety

"An honest-to-goodness enter-
tainment! Plenty of action . . .
suspenseful! Thrills and laughs
combined!" — Showmen's T. R.

"Thrills! Rapid pace . . . exciting
chase climax!" — Exhibitor

"Packing a punch for suspense
fans!" — M. P. Daily

"Well-knit suspense film! Taut!"
— M. P. Herald

"Exciting . . . suspenseful!"
— Hollywood Reporter

Raymond Stross presents

"SHOOT FIRST!" starring **JOEL MCGREA · KEYES** and **EVELYN**

HERBERT LOM · MARIUS GORING · ROLAND CULVER

Screenplay by ERIC AMBLER · Produced by RAYMOND STROSS

Directed by ROBERT PARRISH



thru

UA

THE ACTION-SUSPENSE THRILLER OF THE YEAR

Miscellaneous

In the Newsreels

IN ALL FIVE:

Korea and Washington, D. C.: Armistice. Washington, D. C.: Admission tax repealed.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 62) Egypt: First anniversary of overthrow of King Farouk. Short Hills, Ariz.: State arrests whole town of polygamists. Boston: Anthony Eden heads for home. Italy: Pope moves to summer home.

NEWS OF THE DAY (Vol. XXIV, No. 296) Canada: Log drive on St. Maurice River. Spain: Bulls on rampage in Pamplona.

PARAMOUNT NEWS (No. 99) Spain: Bulls on rampage in Pamplona.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 486) Holland: NATO air show. Spain: Bulls on rampage in Pamplona. California: Jerry beats the heat.

WARNER PATHE NEWS (Vol. 24, No. 101) Spain: Bulls on rampage in Pamplona.

TELENEWS DIGEST (Vol. 7, No. 31-A) Korea and Washington, D. C.: Armistice. Israel: Orthodox Jews protest against conscription of women. Egypt: First anniversary of overthrow of King Farouk. Germany: Food given to East Berlin unemployed. Island of Helgoland: Divers hunt for sunken Atlantis. San Diego, Cal.: Wedding held in mid-air over city. Spain: Bulls on rampage in Pamplona.

IN ALL FIVE:

Muroc, Cal.: Air force films "slow motion" of supersonic speed. England: Queen Elizabeth reviews the RAF. New York City: Ben Hogan welcomed home.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 61) San Diego, Cal.: Navy's jet "Sea-Dart." Cape Cod, Mass.: Bathing Suit fashions. Silverstone, England: Grand Prix of hot rods. Cypress Gardens, Fla.: Water ski spinning. Cypress Gardens, Fla.: Lovelies loll on surfboards.

"From Here To Eternity"

Columbia's picturization of James Jones' "From Here To Eternity" leaves only one thing undecided: what will be the other nine pictures to make up the best 10 of 1953?

Buddy Adler's production, with the inspired Fred Zinnemann direction, is a film that is top quality on all counts.

The performances are superb. Burt Lancaster, Deborah Kerr, Frank Sinatra, Montgomery Clift, and Donna Reed head a group of players who seem to emerge directly from the novel into their roles.

The film is also a triumph for the scripters. Taking a story which received widespread publicity because of much of its dialogue and its sex background, the writers have turned out a picture that is in good taste throughout, but which retains all the punches of the story. It is an example of superb craftsmanship.

Commercially, there is no question, either. "From Here To Eternity" will register in the best grosses.

Jay Emanuel

NEWS OF THE DAY (Vol. XXIV, No. 295) Washington, D. C.: Bishop Oxnam upholds clergy in Red probe. Peru: Dr. Milton Eisenhower visits "lost city." New York City: New fashions. Princeton, N. J.: Dummy drives auto.

PARAMOUNT NEWS (No. 98) Washington, D. C.: Herbert Hoover to head commission to study the organization and functions of the government. France: Bike 'Tour De France.' Germany: His teeth are in his job.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 485) Washington, D. C.: Herbert Hoover to head commission to study the organization and functions of the government. Quantico, Va.: New marine assault boat. Princeton, N. J.: Dummy drives auto. France: Kayak race on Vazere River. France: Bike 'Tour De France.'

WARNER PATHE NEWS (Vol. 24, No. 100) San Diego, Cal.: Navy's jet "Sea-Dart." Princeton, N. J.: Fashions with a personal touch.

TELENEWS DIGEST (Vol. 7, No. 30-B) San Diego, Cal.: Navy's jet "Sea-Dart." New York City: Bernarr MacFadden runs for mayor. New York City: English sailor arrives in 32-foot boat. Princeton, N. J.: Dummy drives auto. France: New portable car. U.S.A.: Radiation proves to be food preservative. France: Kayak race on Correze River.

NATIONAL LEGION OF DECENCY

July 30, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "It Came From Outer Space" (U-I); "The Kid From Left Field" (20th-Fox); "Melba" (UA); "Mission Over Korea" (Col.); "The Sea Around Us" (RKO); "Shoot First" (UA); "So This Is Love" (Warners); "Valley Of Head Hunters" (Col.);

UNOBJECTIONABLE FOR ADULTS: "The City Is Dark" (Warners); "Genghis Khan" (UA); "Gentle Gunman" (U-I); "Roman Holiday" (Para.); "The Sword and the Rose" (RKO); "Vice Squad" (UA);

OBJECTIONABLE IN PART: "Arena" (MGM); "From Here To Eternity" (Col.); "Gentlemen Prefer Blondes" (20th-Fox); "I, The Jury" (UA); "O.K. Nero" (Italian-made) (IFE).

NATIONAL BOARD OF REVIEW

July 18, 1953

SELECTED FEATURES: "The Band Wagon" (MGM); "The Seven Deadly Sins" (French-Italian made) (Arlan).

July 25, 1953

SELECTED FEATURES: "Inferno" (20th-Fox); "Dream Wife" (MGM).

Goodman Named Coordinator

NEW YORK—Monroe R. Goodman, assistant to A. W. Schwalberg, president, Paramount Film Distributing Corporation, was last week named national coordinator, "Adolph Zukor Golden Jubilee Salute," Aug. 30 to Dec. 5 sales drive, in commemoration of the Paramount board chairman's 50 years of active participation in the industry.

Many thousands of dollars in prizes will be awarded to winning branch managers, sales managers, salesmen, office managers, booking managers, and bookers, while the entire personnel of the branches finishing in first, second, and third places will receive an extra week's salary. Apart from the monetary prizes, special citations to be known as "Schwalberg Merit Awards" are being arranged.

Schwalberg said, "The greatest sure-fire lineup the company has ever offered its customers has been made available for the drive."

Stock Changes Recorded

NEW YORK—The New York Stock Exchange was informed last fortnight that American Broadcasting-Paramount Theatres, has increased its holdings amount from 58,022 shares of its five per cent preferred stock to 60,322; Paramount Pictures, previously holding 5,700 shares of common, had increased the total to 15,900, and Universal had increased its holdings of its 4¼ per cent cumulative preferred from 1,270 shares to 1,400 shares.

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THEATRE LOUDSPEAKER SYSTEMS

The Editor Speaks

THE BATTLE of 3-D, wide-screen, big sound, and what-have-you still rages mightily. We have cautiously refrained from casting hurried opinions upon the



PAUL MANNING

troubled waters as the smoke was a bit too thick for a clear analysis. Now that we have seen the various methods, and have observed public reaction, we will venture an opinion.

The real substance of any motion picture is not the production or projection technique used.

The real substance is still the story, the acting, and direction. Any good picture will become better through the intelligent use of any of the new and exciting media. A bad picture will only become a much worse picture, its faults glaringly highlighted by such pretentious presentation.

Our eager public has bought our flashy novelties only to toss some, bitterly, into the nearest ash can. It is our observation that Hollywood has been tossed into too many ash cans of recent years, and, in many instances, deservedly so.

True, film production is a game of chance, played with high stakes, but—once you've decided to gamble, use honest tokens for collateral, not phony lead slugs with a six-bit polish job! The "pitch men" among us, always just one slick step ahead of their angry customers, are still hanging the "rap" on the industry as a whole.

We have been incredibly hurt by these charlatans. We can keep them from doing irreparable damage to our industry structure by keeping a steady and sufficient supply of good product flowing to the exhibitors, enough to keep their screens and boxoffices busy.

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clorion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 6, No. 8

August 5, 1953

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

COLUMBIA's

"FROM HERE TO ETERNITY"

starring

BURT LANCASTER, MONTGOMERY CLIFT, DEBORAH KERR,
DONNA REED, FRANK SINATRA

with

PHILIP OBER, MICKEY SHAUGHNESSY, HARRY BELLAVER

Produced by Buddy Adler. Directed by Fred Zinnemann.

Screen play by Daniel Thadash. Based upon the novel by James Jones.

PARAMOUNT's

"LITTLE BOY LOST"

starring

BING CROSBY, CLAUDE DAUPHIN

with

CHRISTIAN FOURCADE

Produced by William Perlberg. Directed by George Seaton.

Written for the screen by George Seaton. Based on the story by Marghanita Laski.

UNITED ARTISTS'

"RETURN TO PARADISE"

starring

GARY COOPER

with

BARRY JONES, ROBERTA HAYNES, MOIRA MacDONALD, JOHN HUDSON

Produced by Theron Warth. Directed by Mark Robson.

Screen play by Charles Kaufman. Based upon the book by James A. Michener.

An Aspen Picture. Color by Technicolor.

Truly A Remarkable Man

Fritz Lang, a "director's director", believes that the story of a picture is "just like music", as a beautiful melody

THE NAME Fritz Lang on the main title of a motion picture insures the public that the film they are about to see has been given a most intelligent, searching direction. This congenial gentleman, who looks like what everybody's favorite uncle should look like, has an amazing capacity for gathering together the central threads of the scenario and weaving them together in a most satisfying pattern. His intriguing talent has been admired by many director colleagues, which explains why he is known widely as the "director's director."

I FIRST met Fritz Lang at a press party for a visiting foreign star. Even though he was not in the number one spotlight, it was surprising to notice the number of people, both of the press and artists, who chatted constantly with him. Among the film players, it is considered a lush plum to land a role in his pictures. They know that he will work them hard, but they also know that when the film is completed, their Lang-inspired performance will put them in line for lots of future film work.

THE PUBLICITY department at Columbia had been giving off with lots of big talk about what a great job Lang had done on "The Big Heat," a Jerry Wald production for Columbia release. So I thought it was high time that Fritz Lang and I had an exclusive interview. A phone call brought a prompt acceptance, and the date was set. We met at Lucey's in Hollywood, the rendezvous of the artisans. Again, I was struck forcibly by the man's popular un-Hollywoodish appearance. Conservative of dress and softly spoken, he was quite a sudden departure from the type a layman would expect as a topnotch director, especially of such dramatic films which he has handled.



Fritz Lang, director, rehearses Jocelyn Brando, sister of Marlon, in Columbia's "The Big Heat."

Just a few of the top drawer films which he has directed are: "Manhunt," "Woman In The Window," "Scarlet Street," and "Clash By Night." The tense quality of these exciting films give testimony to the electric vibrance of his directorial ability.

ALMOST INVARIABLY, the first talk is about the new, exciting mediums of motion picture production. Lang's theory on new techniques are down to earth. He hasn't yet become excited about 3-D or any of the new "scope" techniques. All he has been excited about is "The Big Heat," just completed. This, he figures, was enough for one man to be concerned with. With two players like Glenn Ford and Gloria Grahame to direct, a schedule to watch, and a picture to make, he ad-

mits readily that he just didn't have time to think of outside matters.

Now, WITH "The Big Heat" in the can and the sneak preview cards all in the rave category, he is studying the field for future productions. From what he told me, I gathered that he considers the technique of photography and projection secondary to the first and prime requisite, the story material. "The story is like music," he said, "A beautiful melody played by even a fair musician will be enjoyed. On the other hand, even Rubinstein, Heifitz, or Toscanini couldn't make a poor melody sound good." Therefore, and I agreed with him wholeheartedly, the music of a motion picture is not the score, but the story. This is the theme which the audience hears, and will either remember with pleasure or forget with irritation.

THIS BIT of profound philosophy gave me an open sesame into Lang's mind. I could sense the brilliant reasoning which enabled him to warp his players into a tight spell while making the many scenes which go into any motion picture. To hold and secure the sensitive imagination of an actor one day only to lose it the next does not make for a consistent quality of performance. To properly enthuse a player and then to follow through and hold that first flush of enthusiasm during the weeks of shooting is the true test of a top director. That Lang possesses this quality is well substantiated by the record.

ALL IN ALL, my interview with Fritz Lang was entertaining, informative, and unexpectedly inspiring. Even I, like the actors, could feel his penetrating personality begin to dominate the little luncheon scene. Truly, he is a remarkable man. —P. M.



Ford and his co-star in the Columbia release, Gloria Grahame, are rehearsed by director Lang in one of the more dramatic scenes from the film.



Lang and Glenn Ford, starring in the forthcoming release, scan some of the film footage shot during the early days of production on "The Big Heat."

Donald O'Connor Is Hollywood's "1-D" Man- And That "D" Includes A Lot Of Dimensions

In his 28 years, most of which have been spent in the entertainment field, the young entertainer has made a real reputation for himself in motion pictures, TV, and radio.

WHILE the controversy over 3-D rages over Hollywood like a brush fire, one of the hottest boxoffice attractions continues to be a single "D", young Donald O'Connor, at 27 a veteran of more than a quarter century in show business and a performer who has built his success the hard, lasting way, on all-around talent.

ALTHOUGH he sings, dances, and acts with equal facility, O'Connor's most important talents are his spontaneous good humor and his ability to make people like him, on and off the screen. Since being discharged from the air force at the close of World War II, his star has risen with each picture chiefly because his infectious friendliness and wit leave an impression on audiences that lasts far beyond the theatre door.

IT WAS these qualities that won him a 1952-53 EXHIBITOR LAUREL AWARD for his role in "Singing in the Rain." He ran second only to the "Old Groaner" Bing Crosby in the voting. And it was these qualities that earned him a co-starring role with Ethel Merman in "Call Me Madam" and made all of his pictures boxoffice tonic in a period of sagging receipts.

DESPITE his meteoric rise since the war in both motion pictures and TV, O'Connor's success story is not one of overnight fame. He is one of the most experienced performers in show business as his multiplicity of talents demonstrates, and he learned his trade in a way that insures him against ever losing his "touch."

Born on August 30, 1925, in Chicago, he was handed the ambitious title of Donald David Dixon Ronald O'Connor. His father, Irish-born John E. "Chuck" O'Connor, was one of the most famous acrobats on the circus and vaudeville circuits, but his death six months after young Donald was born threw the weight of carrying on the family's theatrical tradition on Donald's mother and older brother Jack. Donald joined their act when he was 13 months old doing a "Black Bottom." At three and a half, he started tap dancing, and, at four, he became a complete song and dance man, adding singing to his repertoire. The family tramped back and forth across the nation's vaudeville circuits for years, sometimes living in clover, sometimes barely living and sometimes heading for the refuge of Danville, Ill., and the home of Donald's uncle Bill and his 13 children.

A BARNSTORMING tour landed the O'Connor's in Hollywood in 1938, and Donald's



DONALD O'CONNOR

first real "breaks" starting coming. Wesley Ruggles' assistant director, Artie Jackson, saw the talented youngster doing a charity act with his brother at the Biltmore and signed him for the role of Bing Crosby's kid brother in "Sing You Sinners." The role won him a Paramount contract and 11 picture assignments, including "Men With Wings," "Sons of the Legion," "Death of a Champion," "Million Dollar Legs," and "Beau Geste." He went to Warners in 1939 to play Eddie Albert as a boy in "On Your Toes," and



O'Connor and co-star Gene Kelly cavort in MGM's Technicolor feature, "Singin' in the Rain."

then returned to the road for two years with his family's act. By the time they hit another dry spell, war had broken out, and the tramping O'Connors had no place to troupe. A wire from a Hollywood agent, with advance train fare, bent young Donald's career back toward motion pictures again. He was given a role in "What's Cookin'" at Universal, and it proved to be the start of a long relationship that brought the teen-ager star billing. His first leading role was in "Mister Big," and he followed it with "This Is The Life," "Top Man," "Chip Off the Old Block," "Follow The Boys," "The Merry Monohans," "Bowery To Broadway," and "Patrick The Great."

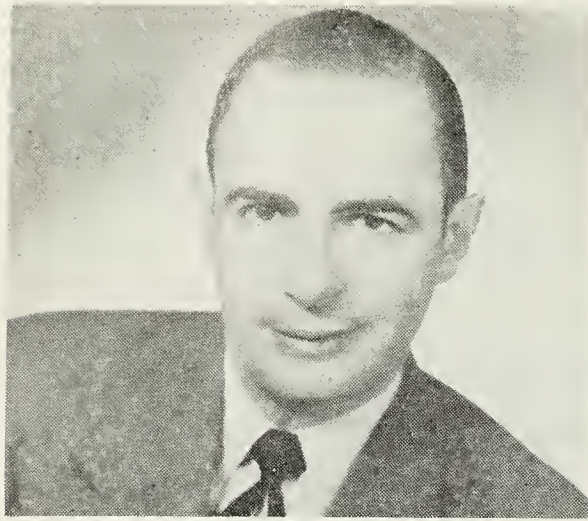
WITH THE top of the theatrical ladder in sight, Donald turned 18, graduated from the studio high school, and joined the air force for two years of service. When he returned to civilian life in 1946, he found himself in the same boat with many young actors who had been approaching stardom when their careers were interrupted. Jobs were scarce, and the competition was fierce, but again Donald's ability to sell himself paid dividends. It wasn't long before "Singing in the Rain" made him one of the most sought after performers in show business.

Before the picture was released, he took over one of the "Comedy Hour" television shows, scored an immediate hit, and had the rare privilege of signing contracts with four major studios in a single year—U-I, 20th-Fox, Metro, and Paramount.

AFTER "Singing in the Rain," he drove hypodermics into the arm of what many pessimists were saying was a withering industry with such pictures as "Call Me Madam," "I Love Melvin," and "Walking My Baby Back Home." In his personal tastes, O'Connor is almost the personification of the ideal American youth. He likes football, ice skating, horseback riding, and swimming. He can handle a bull whip almost as well as he does a dance step, and is an excellent shot with a bow and arrow. He has written several songs, including the hit, "I Waited a Little Too Long," on which he collaborated with his pal, Sidney Miller, and he and Miller have formed their own music publishing company. As yet, however, they have not published one of their own tunes.

AND as if these talents were not sufficient, O'Connor wants to embrace still another. Some day he hopes to become a motion picture director.—P. M.

Meet Abner J. Greshler



ABNER J. GRESHLER

LIFE BEGINS AT 40 seems to be the motivation behind the activities of Abner J. Greshler, a most surprising and prolific young man, even though he cut quite an enviable swath for himself before reaching this tender age. Greshler was the discoverer of a young comic named Jerry Lewis, whom he teamed with a rising young singer, named Dean Martin. The results of this matchmaking has rung the bell loudly in show business's Hall of Fame, and Greshler must receive his rightful share of the glory.

THOSE IN SHOW BUSINESS of keen eye and alert mind are always on the watch for matters of entertainment which promise profit. As Greshler says, "If it's good people will pay for it. If it's not, keep looking, it's out there somewhere." This vigilance and perseverance kept Greshler constantly searching for new and enterprising projects which come up to his formidable standards.

His "Hundred Hour Hunt," now breaking records at the Normandie, New York City, is still another Greshler stride. This English-made thriller reaped critical laurels from such papers as The New York Times, the New York Journal American, the New York World Telegram, and the New York Daily News. Even the staid weekly periodical, Newsweek whacked out a rave review.

"HUNDRED HOUR HUNT" is quoted by these journals as being "tense, honestly emotional, realistic in approach, and a fine job of moviemaking." When one witnesses the slaughter of most Hollywood-made product at the hands of these critics, one has great respect for this parade of excellent reviews.

GRESHLER's new project, now in production, is titled "Yesterday And Today", a documentary of the motion picture business. This, however, will be vastly different from the usual run of flicker documentaries. Instead of seeing the time-worn shots of Mack Sennett bathing beauties, shots of Valentino breathing heavily, and the inevitable shots of Marie Dressler, Theda Bara, and Laurel and Hardy, Greshler's "Yesterday And Today" will contain priceless pieces of film from the film histories of every important nation in the world which figured prominently in the rise of motion picture entertainment, such as Spain, Italy, Russia, England, France, and the United States.

GOOD THINGS TO COME FROM HOLLYWOOD...

Columbia's "From Here To Eternity"

"From Here To Eternity" is every bit as great as a motion picture as the novel was a novel, perhaps, even a bit better. Columbia producer Buddy Adler, and director Fred Zinneman, who directed "High Noon," also a top EXHIBITOR LAUREL AWARDS feature film, have struck new greatness with this superb motion picture. Every element of this film should surely be a potent contender in the Academy Awards of 1953. The picture itself should be hard to beat. Even the actual war scenes have only minute attention in this film, and the picture will be remembered along with such great service films like "All Quiet On The Western Front", "The Big Parade", and "Sergeant York." It has this stamp of quality. The performances range from excellent to terrific. I rate them thusly: Montgomery Clift, Frank Sinatra, Burt Lancaster, Donna Reed, and Deborah Kerr. All give Award status to their work. Sinatra comes through with style to reconfirm my conviction that given proper roles this boy has got what it takes. This is a casting gem.

Record grosses should be enjoyed in all situations, and exhibitors should go all out in lending a hand exploitation-wise. Shown on a large screen in Hollywood the photography and sound were impressive. Kudos go to Columbia prexy Harry Cohn, producer Adler, director Zinneman, the entire cast, to writer Daniel Taradash for a magnificent screen play, and last, but certainly not least, to James Jones, author of the novel, for giving the world a truly great picture—P.M.



Seen in the usual left to right, top to bottom order, are scenes from Columbia's forthcoming release, "From Here to Eternity," starring Deborah Kerr, Burt Lancaster, Donna Reed, and Montgomery Clift, and Fred Zinneman, director, and Buddy Adler, the producer.

"YESTERDAY AND TODAY" will be released as a feature film, with a narration by George Jessel. Greshler will personally produce, write continuity, edit, and direct this film. His background in presenting such leading stage personalities as Al Jolson, George Jessel, Belle Baker, Eddie Carr, Georgie Price, Baby Rose Marie, Bert Wheeler, Gertrude Neisen, Milton Berle, Hildegarde, Sophie Tucker,

Xavier Cugat, Danny Kaye, and last, but not least, his sensational managing of Martin and Lewis rates him a rousing vote of confidence in his future.

As Abner J. Greshler took pleasure in presenting to the public the long line of stellar personalities mentioned, in part, above, STUDIO SURVEY also takes pleasure in presenting to the industry at large, Abner J. Greshler.—P. M.

NEWS OF THE

Territory

BRANCHES

Atlanta

R. B. Wilby, Wilby-Kincey, sent word that he and the wife were enjoying his tour of the Orient. . . . Peggy Gordon, MGM starlet, who appears in "The Band Wagon," was a visitor.

Monogram's Miss Hilda Knight was back in the accounting department after a vacation, and Mrs. Lillian Anglin was back after a vacation in New York State.

Visiting were: Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; Ebb Duncan, Duncan Theatres, Georgia; W. Welch, Dallas, Dallas, Ga.; P. L. Taylor, Dixie, Columbus, Ga.; Bob Dunn, Georgia, and J. S. Tankersley, Georgia.

The Palace, Lakeland, Fla., will be leased after Sept. 8 to Carter-Carr-Tate, Inc. . . . J. H. Thompson, president, Martin and Thompson Theatres, Hawkinsville, Ga., was in.

The building and athletics committee of City Council certified Thomas H. Reed as high bidder for a five-year contract to operate concessions at the Municipal Auditorium. He is a former manager for Lucas and Jenkins Theatres.

The Grand, Water Valley, Miss., was destroyed by fire. . . . The managers of five theatres in Gastonia, N. C., asked City Council for permission for the showing of pictures on Sunday. Howard Amos, manager, Temple, told Council that theatres were on their last legs.

The Blueberry Drive-In, Elkton, Tenn., closed. . . . John Miller, Manchester and 78 Drive-In, Jasper, Ala., was in.

Strong winds caused damage at the Moonlite Drive-In, Evergreen, Ala. Owner Bert Gorum said the damage would be \$1,200. Edward H. Diemmer, 62-year-old theatre owner in Brunswick, Ga., died after a short illness.

Georgia Theatres, Macon, Ga., appointed Jimmy Cartedge as city manager. . . . Floyd Bowman was appointed manager, Tarpon, Tarpon Springs, Fla. He replaces Ted Munson.

James L. Hartman, owner, Star-Light Drive-In, Macon, Ga., died. . . . The State, Greenwood, S. C., installed a new air-conditioning system.

The Georgia, Columbus, Ga., has been sold to Martin Theatres by Publix-Lucas Theatres, Inc. . . . The new 300-car drive-in at Paris, Tenn., will be opened soon by owner J. R. Hayes.

During a recent thunderstorm in Douglas, Ga., Carroll Harrell, assistant manager, Skyview Drive-In, was struck by lightning, but is better now.

Charlotte

Harry E. Buchanan, Hendersonville, N. C., has been reelected for his fourth term as chairman, board of trustees, Cherokee Historical Association, which produces the summer outdoor drama, "Unto These Hills," on the Cherokee Indian Reservation in western North Carolina.

Memphis

The Delta, Clarksdale, Miss., was completely destroyed by fire. Damage was estimated at between \$75,000 and \$100,000. . . . Reports to the effect that the Sunset Drive-In, Magnolia, Ark., would be closed for an indefinite period were erroneous. According to Alton Sims, Rowley Theatres, Inc., the drive-in will operate weekends. . . . Leon Rountree will reopen his Valley, Water Valley, Miss., since the Grand was destroyed by fire. The Valley had been closed.

Commonwealth Amusement Company, Kansas City, is closing the Morgan, Mount Home, Ark., for an indefinite period. It also operates the Baxter, Mount Home. . . . Earl Woods, Parsons, Tenn., sold his Joy, Saltillo, Tenn., to Delmer Delaney, Saltillo.

Private James E. Banks, son of James J. Banks, joined the 25th Infantry Division in Korea. Private Banks entered the army in March, 1952, and received basic training at Fort Riley, Kans. He graduated from South Side High School in 1949, and was a manager for Malco Theatres, Inc., before entering the army.

The first Memphis run on "Woman They Almost Lynched" was at the Sunset Drive-In, West Memphis, Ark., as Loyd Binford, chairman, Memphis Board of Motion Picture Censors, banned the picture here. The drive-in at West Memphis is a Flexer house.

Latest installation in the wide-screen field is that of Jim West at the Hollywood. It is 35 by 16 feet. . . . The Variety Club's annual Film Row picnic was held at Rainbow Lake. . . . Two youths were in police custody accused of taking \$228 in checks and cash, a watch, and some candy from the Lamar.

Everyone on Film Row is wishing much success to Jack Lustig, salesman, National Screen Service, since 1944, in his new position as branch manager, succeeding Al Rothschild, who came to Memphis in 1943 as salesman. Rothschild, his wife, and two children will leave about Aug. 15 for his new promotion, special assignments with the home office in New York City. He has purchased a home in New Rochelle, N. Y.

A search was on for the mid-South's best acting talent, undertaken by Malco Theatres, Inc., and The Press-Scimitar in connection with "Main Street To Broadway" produced by a company of which M. A. Lightman is president. As a touch of special interest, Lightman is seen as a ticket taker at the Martin Beck, New York. Part of the profits of the picture will go to the Council for the Living Theatre. Lightman for the last two years has been a director of the Council of the Living Theatre.

New Orleans Femmes

Start WOMPI Unit

NEW ORLEANS — The Women of the Motion Picture Industry, newly formed organization, held its first meeting at the Jung Hotel with 52 women who had the privilege of voting in the election of officers and had the honor of charter members bestowed on them. In accordance with the potential membership list, more than twice the number will join in the very near future. The meeting was called to order by acting chairman Augie Woverton, MGM, secretary to manager C. J. Briant. She explained in detail the purpose of the club, the main object of which is to promote better public relations among the women in the industry, and, secondly, to undertake charitable projects in the near future, patterned along the lines of those of the Variety Clubs. She also informed the gathering that there was no better way to accomplish harmony and alliance of purpose than by assembling each month at a luncheon as already proven by Dallas club, the originator.

Thus far, New Orleans is the third to organize. Atlanta preceded this city, and Chicago's exchange lassies are now in full swing with many other centers pondering the proposal.

The first official meeting is designated to be held in October with the presentation of the charter by Billie Stevens, Dallas club. Officers were elected as follows: Mrs. Loraine Cass, Paramount Distributing Corporation, president; Mrs. Connie Aufdemorte, Hodges Theatre Supply, first vice-president; Miss Ida Klos, Paramount-Gulf Theatres, second vice-president; Mrs. Lee Nickolaus, Lippert, secretary, and Miss Agnes Garcia, Paramount-Gulf Theatres, treasurer.

The four directors to serve two years are Miss Augie Woverton, MGM; Mrs. Georgia Bruno, F. F. Goodrow Exchange; Gene Barnette, Bri-Mont Buying and Booking Service, and Rosalie Lutembacher, RKO.

The three directors to serve one year are Leona Schmitt, U-I; Gladys Montreuil, Warners, and Cornelia Schmitt, Joy.

Members to serve on various committees will be appointed later. These will include three on publicity, four on social, five on extension, and five on service.

Credit for the launching of the organization goes to Mrs. Woverton, Mrs. Ruth Bohne, Miss Klos, Katherine Bouffet, Miss Garcia, Mrs. Loraine Cass, Mary Morris, and Jane McDonald, Elizabeth Bacon, Mrs. Anne Dufour, and Mrs. Lee Nickolaus, who pitched in immediately after Miss Stevens and Wilma Fletcher, Dallas, got together with several of the girls at a most enjoyable luncheon.

Visitors were John Hood, Inverness, Inverness, Miss.; M. E. Rice, Jr., Rice Drive-In, Brownsville, Tenn.; M. Goff, Rustic, Parsons, Tenn.; Mr. and Mrs. Azar, Harlem and Lincoln, Greenville, Miss.; E. C. Fleeman, Ritz, Manila, Ark.;

Oney Ellis, Mason, Mason, Tenn., and Joe Wofford, Jomac and Eupora, Eupora, Miss.

W. A. Jones announced the closing of the Riverside, Clifton, Tenn.

New Orleans

Alfred C. Miranne, Sr., veteran projectionist, died on July 14. He was one of the dozen instrumental in organizing Local 293, being vice-president for years. He was at the Center for 25 years and up to a brief time before his death.

Edward I. Fessler and Meyer "Mike" A. Ripps, Do Drive-In Theatres, Inc., Mobile, Ala., acquired a goodly portion of the stock of the Nile, Inc., builder of the largest drive-in in the New Orleans region, in Metarie, La., which they christened the Do Drive-In, and set Sept. 1 for a gala opening. Raymond Gremillion, Southeastern, is handling the sale of RCA equipment. The area of 16 acres provides accommodations for 1200 cars and an air-conditioned indoor seating capacity of 800 inside the concession building. At a reorganization meeting, Fessler was named president; Ripps, secretary-treasurer, and Raymond Gremillion, vice-president. The Louisiana Highway Department has plans underway for a new Sipe Highway connecting Metarie, New Orleans, and Lakeview, which will bring the drive-in closer to the mass population.

R. E. Hook, Hook Theatres, Aliceville, Ala., was in as were E. Jenner, Laure, Miss., "Lefty" Cheramie, Rebstock, Golden Meadows, La., and Mrs. Lillian Lutzer, Dallas, owner, Barksdale Drive-In, Bossier City, La.

Managers back from trips were G. Y. Farrell, Jr., Manley, Inc., and Lucas Conner, Warners. . . . Ruth Cook, booker, Warners, was back after vacationing.

Mrs. Alice Morgan closed the 49 Drive-In, Jackson, Miss. . . . J. R. Farrell advised that operations at the Royal, Iota, La., have been suspended for a few weeks for renovations.

A letter from Evans Sprott, Bijou Amusement Company, Nashville, Tenn., states that the company has given up operations of the Lincoln, Laurel, Miss., and that Brad Suddith will continue to operate it.

G. J. Dureau, Jr., president-general manager, Paramount-Gulf Theatres, Inc.; A. L. Royal, president, and T. G. Solomon, secretary-treasurer, MTOA, and Abe Berenson, Allied Gulf prexy, were in Washington, D. C., relative to elimination of the 20 per cent admission tax.

Thomas E. McElroy, Shreveport, La., was here to confer with his buyer-booker, E. G. Perry, general manager, Pittman Theatres. . . . Ralph Reid and Milton White, Exhibitors Poster Exchange, staged a fishing party at Quarantine Bay for fellow Film Row anglers. . . . Curtis B. Willard will operate the Beach Walk-In, Fairhope, Ala., on weekends only, and is moving to Stateline, Miss., where he operates the Stateline, to take over the

reins. . . . Fred T. McLendon's Boy Drive-In, Bay Minette, Ala., shut down. . . . The T. P. "Tommy" Thompsons are again lullabying. The "Mighty Like a Rose" darling is their fifth. Pops is a salesman for Paramount.

C. A. Gulotta, Fox, is in Mercy Hospital due to a heart attack. His many friends wish him a speedy recovery. . . . Sidney Blanchard, the husband of Mercedes Blanchard, Dixie, died. . . . Suburban exhibitors making the rounds were E. J. Dupepe, Aerron; Clarence Thomasie, Harvey; E. W. Jones, Saint Bernard Drive-In; William Shiell, Marrero Drive-In, and Rene Brunet, Imperial.

Alberta Schindler, office manager, Masterpiece, along with six girl friends, were vacationing on one of Colorado's dude ranches. . . . B. V. Sheffield conferred with his buyer-booker, J. G. Broggi, and Irving Zeller, associate in the Gonzales Drive-In, called on Russell Callen, Associate Buying and Booking Service. . . . Helen Davis is a parttime worker in Dixie's inspection department.

Paul Shallcross, American Desk Manufacturing Company, Temple, Tex., was in. Mrs. Max Heine, a familiar figure in Film Circles as secretary, extinct Film Board of Trade, was in New York. . . . Thanks go to F. G. Prat, Jr., for his renewal to EXHIBITOR. . . . Mrs. Ann Dufour is convalescing after a major operation in Hotel Dieu. Her co-workers at UA and her many friends join in wishes for a speedy recovery. . . . Phillip Salles, Jr., Covington, La., was a Manley, Inc., caller.

James Prichard, Monogram Southern Dallas branch manager, visited. . . . Sammy Wright, Connett's Buying and Booking Service, was named representative buyer-booker by Baker Newton and Ernest Davis for the new Rio Drive-In, Vidalia, La., scheduled for an Aug. 10 opening. . . . Seen about were Alex Rosenthal, Alexandria, La.; Mrs. O. Barre, Luling, La., and Frank Smith, Grand, Grand Isle, La.

William Murphy, Southeastern manager, and wife, Dotty, were vacationing in Atlanta. . . . Mr. and Mrs. Gilbert Romero, Gil, Booker T, and McComb, Lafayette, La., were in on a buying-booking tour. . . . Ernest V. Landaiche and family are back after vacationing in Fort Walton, Fla. . . . Warner manager Lucas Conner was a Montgomery, Ala., caller. . . . Shirley and Dan Brandon, Transway, Inc., and Danny, Jr., and Diane returned from Mississippi and Memphis. . . . Mr. and Mrs. I. M. Gauthier, Castle, White Castle, La., visited. . . . Hap Barnes, Atlanta, was here in the interests of his Rebel Drive-In, Baton Rouge, La. . . . J. C. Keller, Jr., Eunice, La., checked bookings with Andy Bevelo at Theatres Service Company. . . . Ed Ortte made the rounds as did Dick Guidry, Galliano, La. . . . Monogram Southern inspectresses are looking forward to electric rewinders.

Many of the major exchanges do all their 3-D and wide-screen showings at Rene Brunet's Imperial, which is the

first of the independent neighborhood theatres to install Raytone's stereo, wide-circle screen.

George Stout's Bee, Krotz Springs, La., reopened after remodeling. . . . Mrs. Anita Gibson, 20th-Fox booker, was vacationing with her sister in Fort Worth, Tex., while Steve Pabst, the company's head shipper, and his family were on a pleasure tour in Tennessee and Kentucky.

Mayor Lew Langlois, Alamo, New Roads, La., was in. . . . Fred Mathews, Motiograph home office, and Altec district manager Thomas were here to confer with William Hodges. Hodges Theatre Supply. . . . Don Kay's trips included long jumps to Cincinnati, Jacksonville, Fla., and Atlanta. . . . Elanore Turner, Palace, was vacationing. Elise Piaggio, also of the Palace, returned, while Bernadine Howard was readying for her vacation.

Al Randall and sons, Butt and Jimmy, made the rounds in the interest of their Woodville and Centerville, Miss., theatres. . . . Mickey Versen booked for his C-Wall, Morgan City, La. . . . E. V. Landaiche sold the Bayview, Biloxi, Miss., to J. R. Sullivan, Jr. J. G. Broggi will do the buying and booking. . . . Baton Rouge, La., exhibitors in were Roy Pfeiffer, Istrouma, and Joseph Barcelona, Regina.

Allied Theatre Owners of the Gulf States urged members to contact editors and publishers, radio stations, and TV managers, and assure against unfavorable press by providing them an understanding of the theatres plight and the absolute necessity of the repeal of the 20 per cent federal admissions tax which Congress recently okehed, and which now awaits signing by the President. The bulletin states that "everyone feels the President will sign unless unfavorable public reaction asserts itself through the press and radio," so it is imperative to furnish these sources before they sell the wrong idea to the public.

Florida Miami

Vacationing were Sidney Meyer and Mrs. Meyer, Wometco. . . . In New York City were the Ed Claughtons, Sr. . . . Patricia Danio, private secretary to Mrs. Ed Claughton, was vacationing. . . . Claughton neighborhood houses are continuing their policy of admitting children free to matinees on Saturday with the first and last chapters of serials.

Tennessee Knoxville

Kathryn Grayson, the star of "So This Is Love," attended the world premiere at the Tennessee. Five local radio stations, WROL, WBIR, WNIX, WKGN, and WIUK, broadcast ceremonies attending the state-wide celebration of the world premiere. Top dignitaries joined Hollywood stars Walter Abel, Merv Griffin, and Joan Weldon, all of whom are featured prominently in the picture supporting Miss Grayson, in the festivities. Governor Frank Clement acted as chief host.

NEWS OF THE

Territory

Chicago

Mrs. Rachel Kaeon, daughter of Herman Busch, Paramount, died.

Ludwig Sussman, beloved late founder of the Adelphi, is not being forgotten. A plaque honoring his memory will be unveiled at the theatre with community memorial services on the eve of the second anniversary of his passing, Aug. 21. A large committee of civic, business, and religious leaders is preparing the ceremonies.

Movie attendance is holding steady, as compared with last year, according to city theatre tax collections. Receipts for the first six months of the year were \$518,857, as compared with \$548,671. Total amusement collections were \$867,294 and last year \$836,457.

Robert Thompson, Clark, was upped to assistant manager. . . . Ed Trinz, of the theatre family, visited on his way back to the coast from a flying trip to Spain and Portugal. . . . The Fine brothers, Evansville, Ind., exhibitors, gave an outing for industry men.

Cinerama's long-delayed midwest premiere took place at Eitel's Palace before a distinguished audience. Newspapers from as far away as Kansas City, St. Louis, St. Paul, Minn., and Louisville, Ky., sent correspondents to cover the event. The proceedings were broadcast and televised by NBC's Chicago outlets. Louis B. Mayer headed a delegation from Hollywood, while Thomas L. Perkins, chairman, executive committee, Cinerama Productions Corporation, was on hand representing the New York office. Fred Waller, Cinerama's inventor, flew on from New York in order to see the new installation, which departed from past procedures in that the three projectors are suspended from the balcony. The Palace screen, 76 feet by 27 feet, is the largest in the world.

The Alamo anti-trust suit hearing was set for hearing on Jan. 4 by Federal Judge Perry. . . . Anna Mae Sufferin, 20th-Fox booker, was vacationing. . . . Henry Rhyan and Louis Ambrogio, drive-in operators, bought the Times, Waukegan, Ill., from Gus and Irene Gorgan.

Warren Slee, MGM regional publicity chief, was elected vice-president, Publicity Club. . . . E. Wagner, Wagner Sign Company, and his wife were vacationing at their summer home near Hot Springs, Mo.

Dallas

The National Milk Bowl, annual football classic for small-fry elevens, will be played this year at Lufkin, Tex. The game, now in its fifth year, involves 100-pound limit, civic sponsored teams, one from Texas and one from out of the state. Organizations having small-fry teams should contact Bill Collins, game chairman, Lufkin. Last year's event featured a guest appearance of Gigi Perreau, U-I star, and a game between Father Flanagan's Boystown guest team and the Houston, Tex., Variety Club small-fry.

East Texas Theatres, Inc., operator, Main and Stone Fort, Nacogdoches, Tex., will soon build a drive-in there.

After 31 years in distribution and exhibition, Neal Houston accepted a position with Manley, Inc., as representative for that firm in the sale and distribution of popcorn equipment and supplies. Houston's territory is south, east, and north Texas, extending from Corpus Christi through Austin, Waco, and Sherman. Houston, recently resigned from Tower, is well-known. He was salesman for Paramount eight years; 20th-Fox 17, and, after seven years with Republic, joined Harold Schwarz' organization a year ago. During this time, he was connected with his father, H. C. Houston, in the operation of theatres in Sherman, Rusk, Pittsburgh, and Dallas, all in Texas.

Mr. and Mrs. John Rowley and two youngest daughters drove to New Mexico to combine a brief vacation and get daughter Jan, who had spent several weeks in camp. . . . After two years in the infantry, 15 months of which were in Korea, Neal Houston, Jr., returned from Kukura, Japan. Houston, who completed his master's degree at the University of Texas, Austin, Tex., was visiting at the home of his parents, Mr. and Mrs. Neal Houston, Sr., before leaving for Odessa, Tex., where he will teach in the high school. He will continue his studies, working for his Ph. D. His brother is George Phillips Houston, at home on furlough after three years in service. He is stationed with the coast guard at Houston, Tex., and will be discharged in October. An uncle of the boys, Clyde Houston, is recuperating in Medical Arts Hospital. Formerly in the industry, he was in distribution for many years. H. C. Houston, grandfather of Neal, Jr., and George, was hospitalized in Sherman, Tex., for a checkup. A theatreman for 40 years, Houston recently retired.

Ray Wild, RKO city and country salesman, resigned, and was vacationing in New York City with his family. Upon his return to Dallas, temporary quarters will be the Colosseum office at Jefferson

Amusement Company. Wild, national president of the Colosseum, recently returned from a meeting held at White Sulphur Springs, W. Va. The Colosseum is negotiating for salary increases for salesmen.

Vacationing from Associated Popcorn Distributors were Dan Lawson and family, driving to Colorado; Leon Peavy and family, who chose New Mexico, and George Weems, service man, who drove to Arizona.

T. W. Lewis, buyer-booker, was in Abilene, Tex., on business for All-States Theatres. . . . Ruben Williams returned from the Mayo Clinic, Rochester, Minn. He reports he is feeling fine, and was instructed to take life easy. . . . NSS manager Paul Short returned from New Orleans. Also at NSS, J. D. "Jim" Moore, manager shipping department, vacationed in Houston, Tex., while Sam Ember, cameramen for the company, chose Chicago. . . . Mr. and Mrs. W. E. Cox and Mr. and Mrs. Audrey Cox were in from Lamesa, Tex. . . . George Assiter, Ol-Worth Drive-In, Olney, Tex., took his family to several screenings.

Rowley's Frank Dowd was in San Francisco. . . . Lou Novy's Varsity is discontinuing kiddie shows, and is beginning a new art policy.

Charles Darden, president, Associated Popcorn, announced the appointment of Ralph V. Langston as representative in San Antonio, Tex. The new office and warehouse, at South Flores and Merchants Streets in Merchants Transfer and Storage warehouse, will supply the Valley and surrounding territory. Langston was a representative for a peanut company in Dallas, and is a former manager. . . . The Majestic held a contest for the title of "Miss Dallas Student Nurse" in connection with "White Witch Doctor."

PETTICOAT PRATTLE — Dr. R. E. Jackson, noted after-dinner speaker, was guest speaker when the Women of the Motion Picture Industry held its monthly luncheon meeting at Town and Country. Dr. Jackson, professor of government at Texas State College for Women, Denton, Tex., has spoken several times to theatre men but few industry women have heard him. . . . Susie Coleman, secretary to John Q. Adams, Interstate, will be the editor of the monthly bulletin to members of the club. The publication will keep the members informed of activities and changes in organization. A suggested name is Sound Track. Miss Coleman spent her vacation in an unusual and worthwhile way by managing her father's business for two weeks when he was called out of town. . . . Another Interstate vacationer was Jerry Hill, secretary to Veau Gregg. . . . When Jefferson Amusement moves the Dallas

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office to the home office in Beaumont, Tex., Juanita Till will not go along. Instead, she will move to Marshall, Tex., as Mrs. C. W. Green after her marriage on Aug. 22 at Grace Methodist Church, Rev. Dean officiating. The Greens plan to build a new home in Marchall. . . . Mabel Guinan, Tower, is back relaxed after her vacation. . . . Two NSS girls are vacationing in south Texas, Hazel Panciera, call desk, and Joyce Gleason, biller. . . . Willie Mae Koch, Rowley-United, is using her vacation to move into a new home in Garland, Tex. Other film folks moving into a new Garland residence are Mr. and Mrs. Leonard Jackson and small daughter. Mrs. Jackson is the daughter of T. W. Lewis, buyer-booker. . . . Altec's Novia Willmon was away from work due to illness.

Horace Falls, Falls Theatre Service, was lucky at the Variety Club "Bingo" party. A special "Bingo" round was for a \$76 prize, and Falls won it.

Denver

In Scobey, Mont., after 40 years of continuous operation, the Rex was closed by its owners, C. W. Halverson and Stanton Danelson, who opened an outdoor theatre south of Scobey. The new drive-in is called the Riv-R-Vue.

Mr. and Mrs. Melvin Meier, Harrison, Neb., theatre owners, purchased the Wyoming, Lusk, Wyo.

Earl Hollingsworth, 26, shipper, National Theatre Supply, died as the result of an auto accident. He is survived by his mother, two sisters, and a grandmother. . . . Two of the employees of Albuquerque Theatres, Inc., have been named city managers there. Ray Hazlett will have charge of the Kimo, Sunshine, State, Hiland, and Lobo, while Lou Gasparini will supervise the El Rey, Sandia, and the 66 and Cactus Drive-Ins.

Des Moines

"Behind The Fullback," a 10-minute short, the fifth that Reid H. Ray Industries has produced for the University of Iowa, will soon be showing in theatres. It will show the importance of football as an integral part of the athletic program at the university and will depict how football aids 10 sports, and medical research, and provides academic scholarships.

Exhibitors attending the annual lakes meeting of Iowa-Nebraska Allied at Arnolds Park, Ia., voted to join the Korean relief drive. A total of 63 exhibitors signed up for the drive at the meeting. A total of 161 persons attended the annual dinner at the Lakes meeting, twice the size of any previous lake gathering. A meeting was scheduled in Des Moines to make arrangements for the exchange salesmen to contact other theatre owners in the state for the drive. Myron Blank, Central States, and Leo Wolcott, Allied, were co-chairman of the drive for exhibitors, with Don Hicks, Paramount manager, heading the salesmen.

Charges of false pretenses were filed against John A. Robinson, 31, Sioux Falls, S. D., in connection with an ad-

vertising and promotion scheme made with two Des Moines drive-ins. Robinson pleaded not guilty in Municipal Court, and was held under \$3,000 bond to face a hearing very soon. Detectives said Robinson had been representing an organization known as the Civic Radio and Theatre Corporation, promoting theatre advertising films for merchants tied in with a giveaway plan. The plan called for the theatres to show a film advertisement for the merchants who contributed money or merchandise to the program and to display and give away prizes furnished by the corporation. The drive-ins were not to be involved in any way with the handling of the finances of the plan. Haydon Peterson, advertising manager, West-Vue and Town Drive-Ins, said the corporation fulfilled its commitments up to a point, and then the program stopped suddenly.

Kansas City

Harold Lux, Boulevard Drive-In, Rosedale, Kans., attended the Paramount screening of "The Caddy" at the Vogue accompanied by 30 young caddies. . . . Frances Lohmeyer, Paramount, St. Louis, stopped off. . . . Jim Castle, Paramount exploiter was in from St. Louis accompanied by Newt Townsend, dramatic critic from Topeka, Kans.; Dale Freeman, critic from Springfield, Mo.; Miss Jean Busch, critic from St. Joseph, Mo., and Omar Beldon, Wichita, Kans.

Ann Sutter, daughter of Mr. and Mrs. Louis Sutter, Castle, Princess, and Regal, is vacationing. . . . Deepest sympathy goes to Myrtle Cain, MGM branch manager Bill Goddonni's secretary, whose brother, Albert Miller, passed away. . . . Stuart Murray, Paramount, Minneapolis, moved to Sedolia, Mo., where he will manage the 50 Highway Drive-In, replacing Robert Reeves, now managing Commonwealth's Crest, Great Bend, Kans.

Congratulations go to Howard Strumm, Popper's Supply, who has a new daughter, Jo Ellen. . . . Columbia midwest division manager Ben Marcus' new secretary is Wilma Stith. . . . Maruerite Olson, from Baltimore, Md., former telephone operator at Paramount, was a visitor and had her three small children with her. She is a niece of Bill Bruegging, head shipper, Paramount.

J. Leo Hayob, Mary Lou, Marshall, Mo., made a hurried trip here for additional viewers to take care of the large attendance to see Marshall's first 3-D picture.

Helen Woolf, secretary to the bookers at Paramount, vacationed, as did Irene Malone, comptometer operator. . . . Booker Donal Clark, Paramount, vacationed in Canada and Ruth Corless, ledger clerk, Paramount, vacationed in Denver.

Thieves stole the safe, 800 pounds, from Ed Golden's Vogue. It contained the night's receipts. Golden, who has been a patient at Menorah Hospital, is closing his Film Row Booking and Buying Office, and will operate from his home. Carrol Cook has been helping out at the Golden Booking and Buying Agency while he has been in the hospital.

Paramount's branch manager, Harry Hamburg, returned from a sales meeting in Dallas. . . . Mr. and Mrs. A. H. Blank, Tri-States, Des Moines, were visitors.

The next meeting of the board of the Kansas-Missouri Theatre Association will be held on Aug. 19 at the Hotel Phillips.

Seen around were: Porter Smith, Ritz, Coldwater, Kans.; Ken Winkelmeyer, Casino, Boonville, Mo.; C. E. Cook, Missouri and Dude Ranch, Maryville, Mo.; Ray Cook, Tivoli, Maryville; Marty Landau, Liberty, Horton, Kans.; Ed Landau, Drive-In, Lawrence, Kans.; M. and Mrs. A. J. Jarboe, Ritz, Cameron, Mo.; Agnes Silver, Silver, Cameron, Mo.; Ray Brown, manager, Park, Eldorado Springs, Mo.; Beverly Miller, president, Allied Theatre Association; Earl Kerr; George Fuller; Herb Ingram, manager, Ritz and Manor, McPherson, Kans.; Ralph C. LiBeau, former district manager, Paramount; Jay Wooten, Ayrvue, Hutchinson, Kans.; Jerry Drake, Ritz, Bolivar, Mo.; Chet Borg, Mo-Kan Drive-In, Fort Scott, Kans.; LeRoy Hitchings, Hillcrest Drive-In, Osage City, Kans.; C. V. Crocker, Ulysses, Ulysses, Kans.; Herbert Jeans, Parkade Drive-In, Columbia, Mo., and A. O'rear, Bonner Springs, Kans. . . . William Gaddoni, MGM branch manager, was vacationing in Iowa.

Los Angeles

J. P. Wolfberg, Denver, purchased the Imperial from Phil Isley. . . . Jack Goldberg, booker-buyer, Eastland, along with Mrs. Goldberg and son departed for New York on vacation. . . . Jim Schindler, west coast exploiter, Allied Artists, checked out to line up company campaigns. . . . Warner branch manager Fred Greenberg was back after being confined in the St. Vincent's Hospital. . . . Proud pater Charley Geary, MGM salesman, was passing out cigars to celebrate the arrival of a new baby daughter, seven pounds. . . . Bill Knotts, who formerly operated the Covina, paid a visit. . . . Dave Barnholtz, who had a number of theatres in Pittsburgh, is now a restaurateur.

At a luncheon of the golfers of the Film Row Club, the following winners were awarded trophies and prizes following the club's second annual golf tourney: Leonard Srere, low net; George Tripp, low gross; E. Kirkpatrick, Gail Parker, and Harry Camp, blind-bogey team, and runners-up, Chuck Newman. Art Sanborn, and Les Blumberg. . . . Gene Wilbur, Palms, Palm City, Cal., was in. . . . Murray Gould resigned as manager, Alex Schreiber's Paradise, Westchester, Cal. The house will be reopened in the near future. . . . Harry Taylor, formerly branch manager and then district manager for National Screen Service, passed on. . . . Jack Felder, Favorite Film vice-prexy, was in. . . . Alex Cooperman announced the appointment of Alfred T. Mabey as IFE representative for Salt Lake and Denver.

Milwaukee

Milton Harman, manager, Fox-Wisconsin's Uptown Milwaukee, went to Hollywood, where he was the house guest

of Eugene Arnstein, Allied Artists studio manager.

Emil Behr, 79, a pioneer projectionist, passed away. . . . Elmer Hall, MGM, resigned after 13 years. He is moving to Cincinnati to live. George Spilger, a retired policeman, is replacing Hall.

Tom Coffey, one of the pioneer exhibitors passed away. He operated the theatres in Marinette, Wis., for many years. . . . Louie Orlove, MGM exploiteer gave a luncheon for Sam Miller, who recently returned from the coast where he has just recuperated from illness.

Minneapolis

Ben Friedman, 67, a pioneer theatreman, died at Mount Sinai Hospital after an extended illness. He was president, Edina Theatre Corporation, operating the local Edina and Westgate; the Albert Lea Amusement Company, operating a conventional and an outdoor theatre at Albert Lea, Minn., and the St. James Theatre Corporation, operating a theatre at St. James, Minn. He was a member of Variety Club of the Northwest and one of the originators of the Variety Heart Hospital project on the University of Minnesota campus. Survivors are his wife, Alys, three daughters, and a brother, Israel, associated with him in the operation of the theatres.

Duluth, Minn., was selected as the fourth city for a showing of "Martin Luther." It opened at the Garrick. . . . Quad-States Theatre Service is now handling the buying and booking for the Lyric, Rugby, N. D., operated by Otis Engen and Guy Troyer, and the State, Bottineau, N. D., operated by Carter Troyer. . . . A seasonal upturn in business was noted by neighborhood theatre operators. . . . Harvey Lembeck and Robert Strauss, star of "Stalag 17," were in. . . . The Variety Club of the Northwest will have its annual golf tournament and dinner at the Brookview Country Club on Aug. 7. Gil Nathanson, partner, Cloquet Amusement Company, is in charge.

Ed Holland, Columbia exploiteer, was in for "Let's Do It Again," Radio City, and "Five Thousand Fingers of Dr. T.," Orpheum, Minneapolis and St. Paul. . . . J. W. MacFarlane, branch manager, NSS, vacationed.

Mike and Pete de Fea opened their new Chateau Drive-In, Milbank, S. D. . . . Work has begun on a new 500-car drive-in in the Morgan Park area of Duluth, Minn., a \$125,000 project. The site was acquired five years ago by Ted Mann and Charles Rubenstein, who also operate the 740-car Skyline Drive-In, near Duluth.

Jack Comptston sold the Pix, Sleepy Eye, Minn., to Ray Poirier, Montevideo, Minn. . . . An ice guessing contest was held by the Gopher for "Houdini." Free tickets were awarded to the first 50 persons who correctly guessed how long a 400-pound block of ice in front of the theatre would last. The stunt was promoted by E. G. Fitzgibbons, Paramount exploiteer out of Chicago, and Jim Eshelman, Gopher manager.

St. Paul, Minn., city officials now agree that "The Moon Is Blue" is not immoral, but perhaps suitable for adults only. They attended a special screening. Earlier, the picture came under St. Paul City Council criticism, and at one time the council threatened to revoke the license of any city house showing the film. Mayor John Daubney said the film is "definitely not family entertainment," but "not the kind of thing the council could legally ban."

Harold Schneider, cashier, Paramount, is back from a fishing trip. . . . Don Swartz, Independent Film Distributors, is back from a vacation. . . . Henry Miller, manager, Frosch Theatre Supply, vacationed near Ely, Minn. . . . New at Paramount are Darlene Peterson, receptionist, Nancy Peek, accounting clerk, and Dorothy Olson, accounting clerk.

Recent out-of-town exhibitors on Film Row were Larry Rolbiecki, Arcadia, Wis.; Frank Kinas, Thorp, Wis., Ray Blakeslee, Medford, Wis.; Harry Knowlton, Ellsworth, Wis., and S. Ronning, Ashby, Minn., who is also mayor of the town and who was in for the mayor's luncheon of the Minneapolis Aquatennial; and Allan Paulson, Oslo, Minn. . . . Gertrude Weber, branch manager's secretary, 20th-Fox, and her husband Wally Weber, head shipper, UA, vacationed near Bemidji, Minn.

Oklahoma City

In Muskogee, Okla., dismissal of a federal court suit they had filed against Lee E. Brewer, Pauls Valley, Okla., exhibitor, was asked by seven major distributors. Brewer was charged with allegedly misrepresenting boxoffice receipts, and paying less for films than distributors were entitled to. The new petition asks dismissal of the case "with prejudice," indicating that a settlement has been made with Brewer. The defendant operates the Folly and Royal and Brewer's Drive-In, Pauls Valley. The plaintiffs are Columbia, Loew's, Inc., Paramount, RKO, U-I, 20th-Fox, and Warners.

Paramount held its "Jubilee Show" at the Tower. . . . Al Kane, Paramount division manager, was in. . . . Lee C. Beecher, regional manager, Army and Air Force Motion Picture Service, Dallas, was in.

Another first-run got into the new wide-screen act when the Midwest, an SW theatre, took the wraps off.

Out-of-town exhibitors in were: J. Rudolph Smith, Royal, Mount View, Okla.; V. A. Scott, Hollywood, Bokchito, Okla.; John Carter, New, Bokoshe, Okla.; John M. Buffo, Liberty, Hartshorne, Okla.; W. E. Jones, Harmony, Sand Springs, Okla.; E. A. Anderson, Skyview Drive-In, Ardmore, Okla.; Layton Carter, Chief, Seminole, Okla.; J. G. Hilliron, Booker, Alamo-Franroy, Snyder, Okla.; Jack Pierce, Time-Place, Stigler, Okla.; J. E. Jones, Sand Springs Drive-In, Tulsa, Okla.; M. A. Harris, Sundown Drive-In, Edmond, Okla.; Crawford Spearman, Broncho-Gem, Edmond, Okla.; Mrs. R. M. Downing, Crown, Collinsville, Okla.; Jack P. Pickens, Ritz, Elmore City, Okla.; L. E. Brewer, Royal-Folly-Brewer's Drive-In,

Pauls Valley, Okla.; L. A. White, Tech, Weatherford, Okla.; Henry Simpson and daughter, Janet, Pirate Drive-In, Bristow, Okla., and Woody Minor, Pix, Wewoka, Okla.

Mr. and Mrs. Lewis Long, 54 Drive-In, Guymon, Okla., have been vacationing. . . . Frank Dove and family, Groom, Groom, Tex., spent a week in Colorado. . . . Houston Burns, Opera House, Apache, Okla., and family were fishing at Lake Texhoma. . . . George Turner, Vici, Vici, Okla., accepted a position as manager of a lumber company in Vici, which he will run in addition to operating his theatre. . . . The Gem, Higgins, Tex., which burned down a few months ago, is being rebuilt. . . . C. L. Lance, owner, Palace, Canadian, Tex., and the El Rancho, Ringling, Okla., will open his new drive-in in Canadian, Tex. He has named it the Canadian Drive-In. . . . C. A. Blakely and family, he's the RKO salesman, are spending their vacation in Colorado.

J. H. Rush and K. F. James opened the new Broken Arrow Drive-In, Broken Arrow, Okla. This has 280 speakers. . . . Mrs. Bessie Cooper, Cooper-Okla, Antlers, Okla., opened the new Antlers Drive-In, of 200-car capacity. . . . T. H. Vaughn, formerly of the Ritz, Elmore City, Okla., is the new owner, Madill Drive-In, Madill, Okla. Vaughn is making extensive repairs.

Ray Morgan, Rex, Caddo, Okla., and Colbert, Colbert, Okla., is attending the summer semester at the University of Oklahoma, Norman, Okla. . . . Howard Collier, Oak, Hartshorne, Okla., and Savanna, Savanna, Okla., purchased a drug store in Kiowa, Okla. He moved to Kiowa and left his son to operate the theatre in Hartshorne. . . . John M. Buffo, Liberty, Hartshorne, Okla., and family were vacationing in Colorado. . . . Junior Lankister, son of Mr. and Mrs. J. D. Lankister, V, McAlester, Okla., was transferred from his army post in Ohio to a new post in California.

St. Louis

In Clayton, Mo., the St. Louis County Planning and Zoning Commission recommended disapproval of the application of William and Lizzie Juengel for a special permit to construct, maintain, and operate a drive-in in the Sappington Acres subdivision region on Lindbergh Boulevard near Sappington road. The planning and zoning group likewise recommended disapproval of the application of James L. and Lena M. Fitzpatrick, Chesterfield, Mo., for a permit to operate a public picnic grounds on a 100-acre tract at Baxter and Clayton Roads.

In Vandalia, Ill., construction is being pushed on the drive-in that will be owned and operated by Dr. H. Sikes, a Fulton, Mo., osteopathic doctor. It will cost upwards of \$30,000, and have accommodations for some 300 cars, it is understood.

In Eldorado, Ill., a modern marquee has been installed at the Orpheum. . . . In Litchfield, Ill., the Skyview Drive-In, operated by the Frisina Amusement

Company, Springfield, Ill., recently added a number of pieces of palyground equipment.

In Arcadia, Mo., the owners of the Killarney Drive-In formed a new corporation to be known as the Killarney Drive-In Theatre, Inc., with headquarters in Pilot Knob, Mo.

In Clayton, Mo., the St. Louis County Planning and Zoning Commission scheduled a public hearing on an application seeking a change in the zoning status of a parcel of ground on U. S. By-Pass Highways 61, 66, 67, and 77 and north of the junction with Missouri Highway 21 so as to permit its use for a drive-in or other recreational use.

In Tuscola, Ill., the management of the Okaw Drive-In announced that construction will start at once on a concrete block building to provide year-around accommodations for patrons.

In Overland, Mo., the 400-seat Overland, operated by Midwest Theatres, controlled by Phil Smith, Boston, is scheduled to reopen. . . . In Clayton, Ill., the 180-seat Bijou, owned by Ralph E. Graham, closed for the summer, is scheduled to reopen on Sept. 4.

In Oran, Mo., the completion of the new Mark Twain has been delayed. The opening is now tentatively set for Aug. 15 by Bernard Tenkhoff. . . . In De Soto, Mo., the opening of the Sky-Vue Drive-In took place. The drive-in is owned by W. A. Collins.

In Vandalia, Mo., construction of the proposed new Vandalia Drive-In is under way. Dr. D. A. Squires, Fulton, Mo., is behind the project.

In Marion, Ky., the new Marion Drive-In had a gala opening. The project was not entirely complete but the owners and managers B. G. Moore, Dr. J. J. Rosenthal, and Tom Simmons, decided to open without waiting until the few needed finishing touches had been made.

The marriage of Margaret Sherman, owner-manager, Sherman Theatres, Bloomfield, Mo., to John F. Edmundson, county clerk of Stoddard County, was to take place in the Methodist Church, Bloomfield. Mrs. Sherman after the wedding will continue to operate the Sherman, Advance, Mo.; Sherman, Bloomfield, Mo., and Jackson Drive-In, near Jackson, Mo., and Edmundson will continue as county clerk.

Out-of-town exhibitors seen in St. Louis included: Judge Frank X. Reller, Wentzville, Mo.; Forrest Pirtle, Jerseyville, Mo.; Kenneth Herth, Pacific, Mo.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Charley Beninati, Carlyle, Ill., and Bernard Temborius, Breese, Ill.

Andy Dietz, head, Dietz Enterprises and Cooperative Theatres, was slowly recovering at St. John's hospital following his second major operation.

Herb Buschman, southeastern Missouri and Arkansas salesman for United Artists, has been transferred to the Denver exchange, and will make his headquarters in Albuquerque, N. M.

Frank Wagner, Columbia, brought to Film Row a picture taken about 1910 that showed his father operating an old Powers hand-cranked projection machine in the booth of the old Astor.

San Antonio

A total of 200 telephone calls each day for three days were made by staff members of the Hi-Ho and Olmos. A pass for two was given to those answering a question correctly. The answer was found in the daily ad of the two theatres. The passes were good during the run of "Androcles and the Lion." . . . Sebastian Hernandez, El Charro Drive-In, was robbed of \$225 as he was changing the program on the marquee board. . . . George Cochran is the new Majestic supervisor-treasurer. He succeeds Curtis Short.

Charlie Alberts, owner, San Pedro Drive-In, purchased Charlie's Place, an eating establishment. . . . Jack S. Chalmers, local publicity director, Interstate Circuit, was on vacation, fishing. . . . LeRoy Handley, a former Interstate manager, and now a captain in the air force, was back home for a brief visit.

Eddie G. Edwards, head booker, Clasa-Mohme, was on his vacation in Oklahoma. . . . Erma Castro, office clerk, and Mrs. Clara Cadena, poster department, are back on the job at Clasa-Mohme following their vacations, while Elia del Valle, front office staff, was off to San Francisco for a vacation.

"Better America Week" was held at the Circle Drive-In, Beaumont, Tex., when five Hallmark Productions were shown. According to Glen Stoterau, manager, the purpose was to dramatize the screen's fight against Communism, social diseases, teen-age delinquency, alcoholism, and divorce. Shown were "Prince of Peace," "Mom and Dad," "She Shoulda Said No," "Daddy Wants A Divorce," and "Power of Prayer."

Two bandits held up the Delwood Drive-In, Austin, Tex., owned by Eddie Joseph. . . . "Movie Quick Quiz" is being telecast for a quarter hour on KGUL-TV, Galveston, Tex., Monday through Friday. On each program, three one-minute clips from old silent films are shown. Jim Jeter, master of ceremonies, makes phone calls to identify the clips, with prizes offered.

Fred McHam has taken over duties as manager, State, Deneison, Tex. . . . Jeff N. Hardin has been named manager, Taylor, Big Lake, Tex. He succeeds D. C. Swanzy. . . . John Huebel, manager, Lake, Lake Jackson, Tex., announced a new summer schedule, Thursday, Saturday and Sunday matinees and evening showings. . . . A special screening was held at the Relax, Muenster, Tex., of "The First Legion." Members of the clergy, press, and radio attended.

The front lobbies of the State and Capitol, Austin, Tex., have been redecorated. . . . Mrs. E. E. Grun, manager, York, Yorktown, Tex., discontinued matinees on Wednesdays.

San Francisco

Earl Long's Paramount is undergoing redecoration. . . . Helen Westcott was

in in connection with "The Charge At Feather River," Paramount. . . . Loew's Warfield is going in for extensive radio exploitation on "The Band Wagon." . . . Earl Long, district manager, AB-PT, was on vacation. Mervin "Buz" Davenport, manager, Downtown Paramount, Los Angeles, was relieving. . . . Frank Jenkins, former 20th-Fox exploiteer, has been assigned by Ted Galanter to handle MGM's Denver and Salt Lake territory. . . . R. B. Smith, Chowchilla, Cal., is out of the hospital, but will be on crutches four weeks. . . . K. R. Mellgren replaced Ted Lundigren as booker at United Artists. . . . Barbara Rogers replaced Lorraine McQuillan at Columbia. . . . Edward Sutro put his Gateway, Oakland, Cal., on a Friday, Saturday, and Sunday operation. . . . Golden State opened the rebuilt Grove, Pacific Grove, Cal. . . . At Paramount, James Henry was promoted from first assistant shipper to booker, replacing John Martinez. Dean Malcolm, formerly of Warners, took over Henry's work in the shipping department.

William A. Howard, first vice-president, RKO Theatres, was in. With him was Milroy A. Anderson, west coast district manager, RKO.

Hulda McGinn, legislative and public relations representative, California Theatres Association, was called by COMPO to Washington.

Seattle

Smith Enterprises, headed by Buck Smith, has taken over the booking and buying for two more theatres, the Skyline Drive-In, a 750-car ainer in Richland, Wash., opened by Skyline Theatres, and the drive-in at Orofino, Idaho, owned by Darrell Snyder and Charles Frensdorf.

Marlene Holman, Northwest, has been selected as one of the "Seafair" princesses. . . . Harry Ulsh sold his Anacortes, Wash., theatres, the Empire and Island, to John Kane and Charles Schuler, Tacoma, Wash.

The annual Film Row Golf Tournament was held at the Rainier Country Club.

Sid Dean, Rex and Lakewood, Tacoma, Wash., was on a short trip to Idaho. . . . Louise Powell, inspectress at Paramount, resigned.

Jack J. Engerman, Northwest, returned from a vacation. . . . His sidekick, Zolie Volchok, was up in Glacier National Park. . . . Paul McElhinney, Republic branch manager, returned from a trip.

Junion Mercy was over from Yakima, Wash. . . . Lloyd Owenby, vice-president, National Theatre Supply; and Barbara Art Greenfield, U-I branch manager, broke his arm.

Dave Dunkle, Eastern Washington salesman for Paramount, was in.

On vacation were D. G. Farnham, National Theatre Supply, and Barbara Roetzler, picture report and ledger clerk, Paramount.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Possibly half of the 35 local nabe houses which have been closed during recent years are expected to be reopened if the President signs the tax relief bill passed by Congress. If the bill doesn't become law, another 10 houses are likely to be shuttered, leaving less than 40 nabe houses in operation.

Business trips were made by Edward Salzberg, Screen Classics, to Seymour, Ind., and Detroit; Harris Dudelson, Lippert division manager, to Muncie, Ind., Bloomington, Ill., and Louisville, Ky.; James S. Abrose, Warners branch manager, to Philadelphia for a meeting, and Frank W. Huss, president, Associated Theatres, and Rube Shor, president, S and S Amusement Corporation, to Washington, D. C.

Vacationing were Philip Fox, Columbia branch manager, fishing in Wisconsin; Billy Poppe, UA booker, fishing in North Carolina; Helen Rudin, U-I receptionist, and Lucille Arnold, U-I booker's stenographer, at Miami Beach, Fla.; Helen Cerin, secretary to Frank Schreiber, U-I branch manager, in Michigan; Clara Zeng, MGM inspectress; Mary Catherine Beck, UA cashier; Belle Cox, Realart secretary, and the following from 20th-Fox; Jane Chris, booking machine operator; Russell Weiller, booker; Gertrude Freeman, inspectress, and Shirley Bittner, booker's clerk.

Exhibitors in were R. C. Harvey, Grayson, Ky.; R. L. Gaines, Carrollton, Ky.; Ray Friz and Mike Chakeres, Springfield, O.; Charles Creago, Chillicothe, O.; A. R. Holland, Jeffersonville, O.; Fred Krimm, Roy Wells, Allan Warth and Lou Wetzell, Dayton, O.; George Turlukis, Hamilton, O.; Joe Goldstein and Harold Raives, Cleveland, O.; Ray Laws, Lebanon, O.; Cy Francis, Cambridge, O.; Bob Cannon, Zanesville, O.; J. Woodrow Thomas, Oak Hill, W. Va., and J. C. Weddle, Lawrenceburg, Ind.

Also on Film Row were Howard G. Minsky, Paramount division manager; Meyer Adelman, president, States Film Service; Bob Sokol, manager, Loew's Broad, Columbus, O., and Bob Reid, master of ceremonies, Hilton Sisters act.

Using a slingshot and small stones, a nine-year-old boy wrecked a \$300 screen in the nabe Victor. The boy was turned over to juvenile authorities after Garland Jones, owner, noticed holes the size of half dollars appearing in the screen.

Film Row noted the deaths of Mrs. Roslyn Rosen, sister of William A. Bein, district manager, National Screen



An unusual promotion for U-I's "All I Desire" was recently developed by Keith's, Cincinnati. A special instruction sheet and postal card were handed out in the lobby to women patrons asking them to call 10 of their friends to tell them to see the film. They were asked to list the names of the people they called, and the first 500 fulfilling the mission were awarded free gardenia corsages. Lori Nelson, featured in the film, helped open the campaign, and is seen above with manager Carl Ferrazza and two of the corsage recipients.

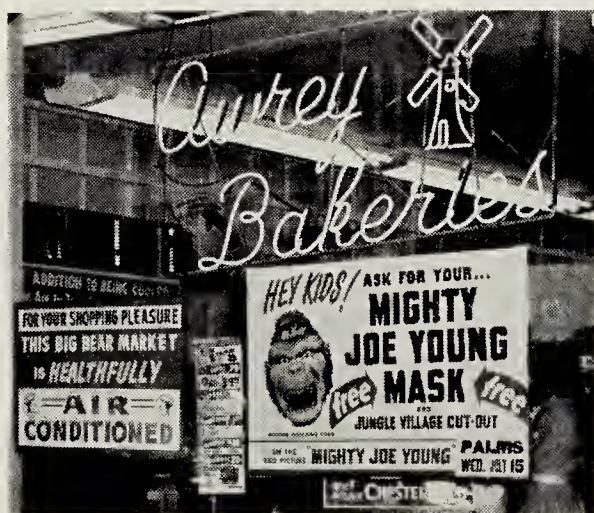
Service, and Ben Bein, service manager, NSS, and David O'Dowd, 74, for many years a vaudeville performer and widely known along the Row.

Two stars were in to bally films in which they are appearing, Lori Nelson, of U-I's "All I Desire," Keith, and Eden Hartford, of MGM's "The Band Wagon," Albee.

Margaret Woodruff, Columbia head booker, attended the national convention of the Delta Theta Tau sorority in Columbus, O. She is vice-president of the local chapter.

The 20th-Fox office buzzed with excitement when local newspapers front-paged exploits of Marine Sargeant Robert E. Rich in Korea. He is a brother-in-law of Mrs. Jane Rich, clerk in the office.

Richard Tumbleson, chief of police, Winchester, O., has leased the Arcano, that city, from William Hitchcock. . . . Two masked bandits held up Edith Franz, Starlite Drive-In, near suburban Amelia, O., and escaped with about \$280. . . . Allan S. Moritz, exhibitor, ill with pneumonia, is convalescing in his home.



Seen above is the front of one of the Big Ben Markets in Detroit, one of 20 recent window displays for RKO's "Mighty Joe Young."

Paramount screened three new films at the nabe Hyde Park for exhibitors, editors, and families. "The Caddy" was shown in the morning, and after a noon luncheon as guests of Herbert Gillis, branch manager, the group saw "Little Boy Lost" and "Roman Holiday." All three films were well received, with exhibitors particularly enthused since this is the company's lead off product for the new season.

Cleveland

The attorney for the G and P Amusement Company, Samuel T. Gaines, filed a notice of appeal from the decision rendered by Federal Judge Emrich B. Freed in an anti-trust suit charging monopoly and conspiracy. The appeal was filed in the District Court of Appeals for the sixth district, sitting in Cincinnati. Judge Freed ruled that the defendants, Loew's, Warner, Columbia, U-I, 20th-Fox, Co-operative Theatres of Ohio, and Paul Gusdanovic, had not been proven guilty of monopoly and conspiracy as charged.

Howard Dietz, MGM vice-president, and Arthur Schwartz, producer, spent two busy days promoting "The Band Wagon," and celebrating their 25th anniversary as collaborators. They appeared on practically every radio and TV program, and also took time out for an anniversary luncheon at the Statler for members of the press, radio and TV of Cleveland and Detroit press representatives. At the Kiwanis luncheon the following day, they were guest speakers. The film opens at Loew's State on Aug. 8. Arrangements for the visit were made by E. C. Pearson, Loew's division publicity representative, and Al Golen, local representative. The Detroit delegation to the industry luncheon, under the aegis of Charles Dietz, brother of Howard Dietz and himself head, Detroit MGM publicity department, included: Al Weitchat, The News; Helen Bower, The Free Press; Walter Stevenson, The Times; Norman Mayer, general manager, Adams, and Doris Pearl, publicity director, Adams.

It is rumored that the Broadvue, closed the past month, will be reopened by the owner, Associated Theatres Circuit H. B. Arstein, longtime manager, now closed Heights, will manage the Broadvue.



Bob Rehme, assistant manager, RKO Palace, Cincinnati, recently distributed cutouts to small fry waiting to see RKO's "Mighty Joe Young."

Helen Shoma has been promoted in the Paramount exchange to be secretary to branch manager Harry Buxbaum. She succeeds Jeanette Emery. . . . Joe Shagrin, Foster, Youngstown, O., and family, returned from Atlantic City. . . . Phil Isaacs, captain, Paramount drive, was in to spearhead the drive.

Bernard Rubin, head, Imperial, acquired the northern Ohio franchise for Filmmakers. First release will be "The Bigamist," starring Joan Fontaine, Edmund O'Brien, and Edmund Gwenn.

Dorsey Brown is celebrating his 25th anniversary as a member of the Cleveland MGM branch. He started as assistant shipper, and today is city sales manager and assistant to branch manager Jack Sogg. . . . Harry Weiss, RKO salesman, took his wife and daughter, Helen, to the family home in Monticello, N. Y., for an extended stay. Mrs. Weiss has been in poor health, and she will remain in Monticello until able to resume housekeeping responsibilities.

Almost all Warner theatres in the territory have booked Bernie Rubin's spook pictures for Hallowe'en and his horror picture for Friday, Nov. 13. Because of the limited number of prints available, Betty Bluffstone, Imperial booker-office manager, suggests exhibitors who feature these two events submit dates as soon as possible.

Leo Gottlieb, Lippert franchise owner, and family are back from a vacation stay at Asbury Park, N. J. . . . The annual Salesmen's Club party at Sam Lichter's place on the Lake Shore was even better than usual. Practically all the branch managers were there, as were Jerry Steel, Apollo, Oberlin, O., and Jimmy Kalafat, Marshall Fine, and Sandy Leavitt, local exhibitors.

Word comes from Toledo, O., that Jack O'Connell, owner, Loop, is back in St. Vincent's Hospital. He broke his leg for the fourth time. . . . Elliott Belson, arrived from Boston to join the Warner sales staff, taking over the territory covered by Eddie Catlin, now city sales manager. Catlin succeeds Ernest Sands, promoted to branch manager.

Jerry Wechsler, transferred from the Cleveland to the Pittsburgh branch as manager and Ernest Sands, his successor here, were partied in the Theatrical Grill by some 50 industry members. This was Wechsler's second farewell party. Last year, he was transferred to Pittsburgh, and was given the usual sendoff. Within a month, the Warner personnel was again shifted, and he returned to Cleveland.

Dick Wright, Stanley Warner Theatre's district manager, was presented with the standard feathered head gear and taught a tribal dance as his initiation into the Sioux Tribe as Big Chief One Feather. The initiation ceremony took place on the sidewalk in front of the S-W Allen on opening day of "The Great Sioux Uprising." A group of 10 Indian warriors and Miss "Pow Wow" participated in the ceremony before a



This is one section of the RKO Palace, Cleveland, showing the crowd that attended Lori Nelson's recent autograph lobby party on the opening night of U-I's "All I Desire." Max Mink, manager, is seen standing between Miss Nelson and her traveling companion, Gail Gifford.

big crowd of onlookers. The stunt was arranged by U-I publicity representative Duke Hickey.

Lou Ratener opened with "House Of Wax" at his Magic City, Barberton, O., drive-in with admissions boosted slightly. . . . Mrs. Barbara Spicka, 89, mother of Mrs. M. H. Fritchle, wife of Oliver Theatre Supply manager M. H. Fritchle, died.

Jack Silverthorne, manager, Hippodrome, has ordered three Wide-Arc RCA lamps and Button-On CinemaScope sound reproducers to supplement his Mirror Magic screen and RCA Stereophonic sound equipment.

Detroit

Police Commissioner Donald S. Leonard, upon the recommendation of Inspector Herbert W. Case, chief film censor, decided that deletions must be made in United Artists, "The Moon Is Blue" before it may be played. The move followed a series of public screenings before groups of public leaders. A UA spokesman declared later that the producer will not permit the company to "delete a single word or line" from



Leonard Goldstein, producer, 20th-Fox's "The Kid From Left Field," is seen with Mrs. and Mr. Bob Lemon, at a recent screening for members of the Cleveland Indians baseball team and sports writers. The event was arranged by Tom McCleaster, 20th-Fox central division manager, and I. J. Schmertz, Cleveland branch manager.



Dick Wright, Stanley Warner Theatres district manager in Cleveland, recently became "Big Chief One Feather" and a member of the Sioux Tribe in formal tribal ceremonies in front of the SW Allen on opening night of U-I's "The Great Sioux Uprising." Duke Hickey, U-I publicist, staged the stunt.

"The Moon Is Blue." The company pointed out that Otto Preminger has been emphatic in his refusal to make cuts suggested by other censor boards.

"The Moon Is Blue" was finally okehed for Detroit on grounds that it already showed three times live with no kick.

Howard Dietz and Arthur Schwarz were in to kick off "The Band Wagon" contest for radio listeners, tied in with Jack Surrell, popular diskier.

Indianapolis

Firemen from four nearby communities were summoned to help keep down fires which struck the closed Ritz, North Vernon, Ind., from destroying an entire city block. Damage to the theatre and the upper floors of a next door apartment house were estimated at \$35,000. William Hensley, his wife, and son had a narrow escape. The theatre building belonged to C. C. Klinger, North Vernon, and had been leased to Albert Thompson, manager. Thompson closed down the theatre several months ago, but had rented out the auditorium to a local church group.

The Wayne, Fort Wayne, Ind., operated by Mallers Circuit, is installing 3-D equipment. . . . Robert Stevens, office manager, RKO, was on vacation. . . . Mr. and Mrs. Ben Fuller, Grand and Miami, Union City, Ind., were vacationing at Lake James, Ind. . . . The Pal, Elmyra, Ky., operated by M. Kesler, closed. . . . Al Richey, Alhambra, Knightstown, Ind., was in Terre Haute, Ind. . . . Al Blankenbaker, Pastime, Richmond, Ind., is redecorating his theatre.

Harry Stafford, Bradford Film Transit Company, was confined to the Methodist Hospital after a heart attack. . . . J. Wilmer Bruncoe opened his Parkway Drive-In, Dawson Springs, Ky. He also operates the Twilight Drive-In, Cantred, Ky. . . . Allied Theatre Owners of Indiana urged Hoosier exhibitors to show the Presidential trailer and pass the plate for the Korean relief fund. . . . Dale Schuder is running the Circle while manager Walter Wolverton vaca-

tions. . . Vivian Caslisle, Indiana, left Affiliated Circuit, and J. N. Allison will again do his own booking and buying.

Recent closings included the Wabash, Terre Haute, Ind.; Knox Drive-In, Vincennes, Ind., and Community, Carthage, Ind.

Exhibitors seen were: Matt Scheidler, Hartford, Hartford City, Ind.; William T. Studebaker, Logan, Logansport, Ind.; R. L. Norton, Key, Red Key, Ind., and Nick Paikos, Diana, Tipton, Ind.

Pittsburgh

The legislature increased the salary of Mrs. Edna R. Carroll, chairman, State Board of Motion Picture Censors, from \$5,500 to \$6,00 annually and the vice-chairman from \$4,500 to \$5,000.

The El Dora Park Drive-In was opened in Fairmont W, Va., by Ted Reynolds. At the moment, a blast system speaker is used, but he expects to install in-a-car speakers in the 275-car ozoner next spring. The Snack Bar arrangement is built to resemble a three-sided stable with a patio in the center, the whole being surrounded by a white picket fence.

Aaron Rosenzweig closed the Atlas. . . Bill Mack, salesman, National Screen Service, returned rested from a vacation. . . Ted Manos and Dinty Moore left for Ocean City, N. J., en route to New York. While in Ocean City, they conferred with Mike Manos, Manos Circuit, summering there.

Jack Judd, Columbia, set 55 area theatres in the multiple run break on "The 5,000 Fingers Of Dr. T." All sorts of merchandise tieups have been made, the latest being the giveaway of a piano. Boggs and Buhl, Pittsburgh department store, is cooperating, and will donate the use of the auditorium for the final award.

20th-Fox branch is receiving 50 prints on the new 3-D release, "Inferno," so it looks as though some sort of saturation premiere will be launched. The picture was sneak-previewed at the Harris in conjunction with "Man In The Dark."

The Fulton, first-run Shea house closed for one day to permit installation of the new wide-screen. The house reopened with "Thunder Bay."

While exhibitors have been disheartened by the unfortunate demise of the Waterhouse-Andrews Bill in Harrisburg they have been much enthused over the quick action on the Mason Bill. Most farsighted men do not believe President Eisenhower will veto the bill. Meanwhile, the collection for American-Korean Relief was held in practically every theatre in Western Pennsylvania. The drive, under the leadership of COMPO, has been handled by Harry Hendel, New Granada, and Dick Morgan, Allied, with as assist from Perry Nathan, NSS, and every branch manager and salesman on the Row.



In Dayton, O., recently, this opening day crowd turned out for the showing of RKO's "Mighty Joe Young," RKO Colonial.

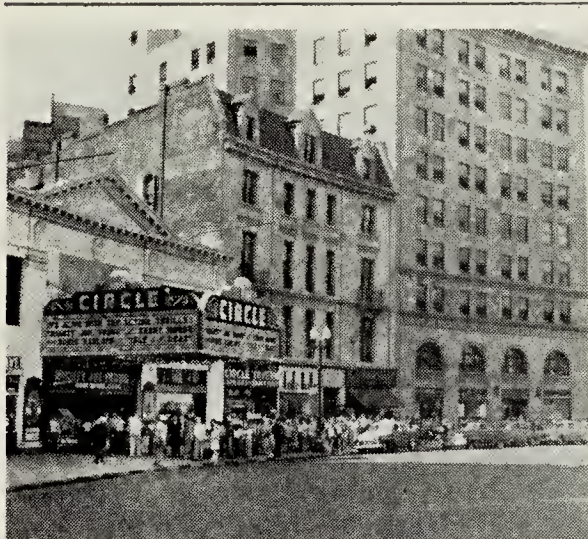
The salesmen and branch managers on the Row will hold an all-day outing, including golf, swimming, resting, and a little gin rummy at the Mount Union Country Club, Mount Union, Pa., on Aug. 11. S. Perilman, WB, is treasurer.

William Fox, long-time exhibitor from Carnegie, Pa., and member of the board and treasurer, Allied of Western Pennsylvania, passed away. He had been in Mercy Hospital a short time ago for an eye condition, but had returned home, and was along the road to recovery when he apparently had a stroke, and fell down a long flight of stairs. He was rushed to the hospital, but passed away.

Thomas Bello, manager for Blatt Brothers Theatres in Nanty Glo, Pa., ordered 3-D equipment for the Capitol. . . The YMCA, operator, Wilmerding and bowling alleys, Wilmerding, Pa., advised City Council that unless it was relieved of the 10 per cent tax, it would be forced to close both enterprises.

George Saittus, Twin Hi-Way Drive-In, near the Pittsburgh Airport, was stricken with a slight heart attack while on a short vacation trip. The report is that he is recovering quickly. George Tice, Sr., his partner, is filling in for him.

Associated Drive-In Theatres filed an anti-trust case involving most of the distributors on behalf of the Blue Dell Drive-In.



The line at the Circle, Indianapolis, at the recent opening day of RKO's "Mighty Joe Young" extended clear around the corner.

BOXOFFICE STATEMENTS

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American
Cancer
Society



The Pittsburgh papers carried an institutional article regarding the benefits accruing to viewers of 3-D pictures according to organization of opticians.

Tony Martin will be in town for an engagement early in September, and a press reception will be held for him at the Variety Club. . . . Dave Kimelman played host to area exhibitors at a luncheon at the Royal York Hotel between pictures. The turnout was excellent, and Morris Finkel's Shadyside was filled.

District Attorney James Malone, Jr., Allegheny County, banned the distribution of the Marilyn Monroe calendars upon complaint of the Allegheny County Decent Literature Committee. It is understood that calendar distributors will fight the ban claiming that he has no right to indulge in censorship of this type of material. Actually, the Associated Drive-In Circuit did not dispense the nude calendars, but did give out one in which the star was clothed in a filmy garment. It is understood that the complaint arose as to another drive-in which distributed the nude calendars to patrons.

The Art Cinema, which picked up "A Queen Is Crowned" after its run at the Squirrel Hill, was going to take it off after the first week, but business picked up sharply when the hot weather broke,

"The Band Wagon," which received rave comments from the reviewers after a screening, was helped also by the appearance in Pittsburgh of Arthur Schwartz and Howard Dietz.

Jack Judd screened "From Here To Eternity" for himself and his sales force. . . . The number of area drive-ins bidding for first-runs in their towns has reached unprecedented highs, and is causing plenty of headaches.

Attorneys representing the Community Drive-In, Armstrong County, and the Blue Dell Drive-In, Westmoreland County, filed anti-trust suits seeking a total of \$1,800,000 in U. S. District Court. The actions charge conspiracy to monopolize runs and clearances. The Community seeks trebled damages of \$1,050,000, while the Blue Dell asks \$750,000. The actions were filed by J. Benjamin Alpern.

All area exhibitors were shocked when the Waterhouse-Andrews bill, designed to relieve theatres from the payment of a 10 per cent local tax, was referred back to committee in a purely political maneuver. Charles Blatt, president, Allied of Western Pennsylvania and head, taxation committee, had been in Harrisburg, Pa., riding herd on the bill, and the result was totally unexpected. Hope was alive though right up to the last minute, but with the adjournment of the legislature it became a dead issue, at least until the legislature reconvenes two years hence. Credit for a magnificent job, despite the unfortunate action, goes to chairman Blatt and every exhibitor who did his

share of carrying the load. The tax action committee called a mass meeting of exhibitors in the Allegheny Room of the William Penn Hotel to discuss ways and means of carrying on the fight, perhaps, on a local basis.

Kentucky Lexington

When "Code Two" played Schine's Ben Ali, assistant manager Don Hopkins contacted the owner of a local motorcycle service for a tieup. Not only did the dealer agree to run a co-op. ad for four days, but he got his Riders Club to come in a body with their cycles. When the club drove around town with signs reading "We're on our way to see 'Code Two'," finally parking in front of the theatre in a reserved space, they created a stir.

Louisville

The new Skyline Drive-In, Summersville, Ky., opened. Russell Phillips, who supervised the construction, is managing.

Out-of-town exhibitors seen included: Tex Richards, Scott, Scottsburg, Ind.; Bob Enoch, Elizabethtown Amusements, Inc., Elizabethtown, Ky.; Bill Powars, Lakeview Drive-In, Pendleton, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Ralph McClanahan, Estill and Irvine, Irvine, Ky.; John Keck, Sandy Hook, Sandy Hook, Ky., and Mrs. Clyde Marshall, Columbian, Columbia, Ky.

Circuit Judge Stuart A. Lampe issued a temporary injunction against Local 163, forbidding the union from picketing the Downs.

According to the Kentucky Revenue, report of state revenue, compiled by the Department of Finance and the Department of Revenue, tax revenue on amusement (combined) for June, 1953, was \$130,279.30, compared to \$117,989.03 for June, 1952, indicating an increase of \$12,290.27 for 1953 over 1952. Tax revenue for 1952-1953 was \$1,601,265.29, as compared to \$1,613,335.90, or a decrease of \$12,070.61 for 1952-1953 over the same period in 1951-1952.

Ohio Bellefontaine

Lewis Thompson, Schine's Holland, got several of the clergy to build their sermons around one or more of the events in "Salome." He also tied-up with a dance sponsored by the American Legion, and awarded the "most graceful dancers" passes to see the film.

Columbus

Loew's Ohio was scheduled to open wide-screen in this area with "White Witch Doctor." The screen, 26 by 44 feet, is the largest in area announced for any Central Ohio theatre.

Toledo

Jack O'Connell, owner, Loop, broke his leg for the fourth time, and was hospitalized.

NEWS OF THE

Territory

Boston

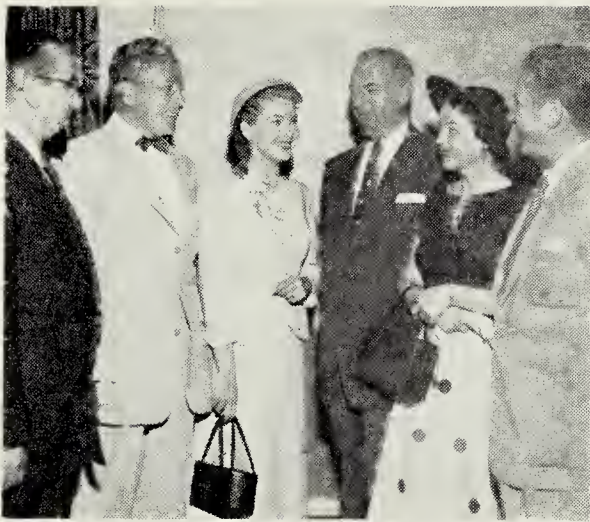
Crosstown

Stanley Eilenberg has been elected clerk, Middlesex Amusement Company, Malden, Mass., assuming the position held for many years by his late father, Abner Eilenberg. The son has been operating several small situations, two of which have been forced to close, but, with his new responsibilities, he will move his headquarters to the Malden home office. The buying and booking for the circuit, which had been under Abner Eilenberg's jurisdiction, are now being handled by two directors, Winthrop Knox, Jr., and Lloyd B. Clark, the latter also a vice-president.

The annual "Day At The Races," the Variety Club's eagerly awaited Rhode Island event, was a complete success in the eyes of Nat "One Shot" Ross, who will remember the day for the rest of his life. He was honored with a citation for 42 years as a film salesman by the Variety Club, and the presentation came to him as a complete surprise. He was overcome with emotion. In making the presentation, Bill Koster read: "Many great names have been connected with the Variety Club's humanitarian endeavors, but we are all aware that they, like the larger, rosier apples on the top of the basket, are only held up there because of the smaller apples that make up our membership. Nat Ross is a symbol of the smaller fry who have diligently traveled the icy highways of the New England states selling film for 42 years. He has been the ambassador of good will, carrying Variety Club messages to all theatres throughout New England."

Joseph Nuzzolo was reelected president, Local 182, projectionists' union, for the sixth consecutive year at the annual election. Walter Diehl was reelected business agent for the sixth term. Others elected were Ralph Frazier, vice-president; William H. Lawler, financial secretary; James Gibbons, recording secretary, and Jack Rosenberg, treasurer. Serving on the executive board for one year were Morris Goldman, Henry Gleken, and Charles Jandruie. Serving on the seniority board, also for one year, are Patrick Kelly, chairman, Henry Perry, Albert I. Goldman, Fred Jones, and Alex Tradd. Two new trustees, Guy Ruggerio and Leon A. Narbut, were elected to the board of trustees to serve for five years along with the three already serving. Benjamin Bearman, Michael Keller, and Michael J. Driscoll, Russell Clark was appointed sergeant-at-arms.

Sam Haase, well-known theatre broker, who has been laid up with a bad leg as a result of an auto accident, made an effort to attend the funeral of Abner Eilenberg, and was driven to the chapel by Ernie Warren for his first venture out-of-doors since the mishap.



Lori Nelson, U-I star who is visiting key cities on behalf of the promotion of "All I Desire," is seen recently in Boston with, left to right, Ben Domingo, managing director, RKO Memorial; E. Meyer Feltman, U-I Boston branch manager; Thomas Donaldson, U-I Boston sales manager; Gail Gifford, studio representative, and James J. "Red" King, manager, RKO Boston.

Funeral services were held for Hannah Brand, a bookkeeper at the E. M. Loew Circuit office, who died on July 27 after a lingering illness. She had been with the office for several years, and was well-known in the industry.

Adrian R. Jarret and his brother, Hugo A. Jarret, were in booking for the opening of their new Twin Drive-In, Mendon, Mass. Adrian Jarret is president of the corporation, Hugo is treasurer, and Helen Parker is the clerk, supervisor, and consultant.

A. E. Phifield, South Berwick, Me., closed the Park for the summer.

Bill Canning, public relations and publicist, Nathan Yamins Theatres, and Norman Salkind, owner-operator, Strand, Fall River, Mass., were appointed by Mayor Kane, Fall River, to the board of Management of the Sesqui-Centennial Exhibition, celebrating the 150th anniversary of the incorporation of Fall River as a city.

Nathan E. Goldstein and Mrs. Goldstein, Arcade, Springfield, Mass., are the proud grandparents of twin sons born to Dr. and Mrs. Joseph Goldstein, Washington, early in July, and of a daughter born to Mr. and Mrs. David Goldstein, New York, on July 20.



Ronald Baumberg, assistant manager, Metropolitan, Boston, points to a lobby display used recently in connection with WB's "The Charge At Feather River."

Harry Welch Wins
Limerick, Me., Case

PENACOOK, N. H. — Harry J. Welch, business counselor, who acted as agent for Iola Dugas in the sale of the Sokokis, Limerick, Me., was found innocent of all charges in a \$20,000 suit brought by Mrs. Lil Marks, who testified that she bought the theatre for \$15,000 after looking at two or three other theatres on Welch's list. The case was held in Superior Court, Portland, Me., before a jury.

Mrs. Marks charged that Welch misrepresented the income and expenses of the theatre and the condition of equipment, that the expenses and profits derived from the concession stand in the theatre should have been listed separately, and, therefore, the figures supplied by Welch were misrepresentations.

The judge ruled, however, that, since Mrs. Marx admittedly sold these concession items before and during the show each night, the figures as originally presented by Welch were correct.

As no appeal from the decision was made by the plaintiff, the decision in favor of Welch on all counts is final. He was found innocent on all charges.

Fred Phinney, 75, at the Beacon Hill for several years and a retired sea captain, died suddenly.

Frank Lydon, executive secretary, Allied Theatres of New England, representing many important circuits in this city and Greater Boston, appeared before the Department of Public Utilities at the public hearing on the MTA fare raise, and protested that if the raise went through to 20 cents it would prove an unbearable hardship on downtown theatres as well as some suburban houses. Lydon had just returned from Washington, where he assisted Samuel Pinanski and the New England group on the repeal of the 20 cent admission tax. Following his local protest here, he returned to Washington with Nathan Yamins and Ray Feeley for further work.

Norman Glassman installed a new hot dog grille from ABC Vending in the lobby of the Rialto, Lowell, Mass., and is



Norm Levinson, Loew's Poli, Hartford, Conn., recently had the above bannered lady out as a street bally on 20th-Fox's "Pickup On South Street."

NE Varietymen Enjoy "Day At Races"

BOSTON — In spite of a driving rainstorm, more than 100 members of the Variety Club of New England and friends enjoyed the third annual "Day at the Races" as guests of Judge James A. Dooley, president, Narragansett, R. I., Racing Association. Fifteen members of the Variety Club of Connecticut together with barkers from the New England tent joined in festivities which started off with cocktails in the Terrace Club and a buffet luncheon handled as usual by that genial host, Marty Winn, of the famous caterers. H. M. Stevens did a superb job of taking care of the Variety Club.

Each member was given a daily double ticket, which was won by Lou Freedman. Afterwards, the members were given a police escort to the famous Squantum Club, where cocktails and a most unusual 15-course shore dinner were served.

Chief Barker Walter Brown was prevented by being present by the rain so William Koster, executive director, Variety Club, introduced Ed Fay, who presented Judge Dooley an engraved silver tray in appreciation of the club. Albert Clark presented Clark Mays, host of the Squantum Club, with a citation proclaiming him an "Admiral" in the Nebraska fleet.

Hy Fine, New England Theatres, sent the group home happy with his jokes and stories. Judge Dooley also extended the courtesy for next year.

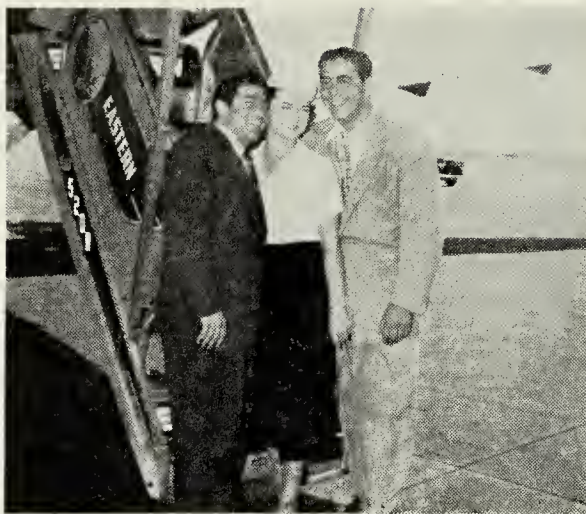
delighted with the results of the first few weeks. Operated by radiant heat, the grille has proven popular with his patrons, and is easy to manage.

Film District

For the John J. Scully "Bandwagon Month" drive, the New England salesmen and bookers at U-I are making every effort to bring in the playdates to help make this drive the biggest success in history. The drive embraces the entire southeastern territory of which Scully is division manager, New England, New Haven, Albany, Buffalo, and Philadelphia.

On his return from meetings at the home office of 20th-Fox in New York, James M. Connolly, branch manager, called together his salesmen, bookers, and publicist Phil Engel, and outlined the plans for "The Robe" and other 20th-Fox features. Clarence Hill, supervisor of operations and maintenance for branch offices, was in for a day from the home office. Ben Domingo and "Red" King, RKO Theatres, arranged a screening with Engel for "Gentlemen Prefer Blondes" at the Fox Little Theatre, attended by 36 distributors from the music stores, part of the tie-in with the film. Reports from the first week of "White Witch Doctor" have been very good.

Those identical Anderson twins, Lennie and Larry, who confused all when they were serving at Harry's Snack Bar, are out of the navy. They were assigned to



Harvey Lembeck and Robert Strauss, arriving recently in Boston for appearances in connection with Paramount's "Stalag 17," Metropolitan, are seen with a cooperating Eastern Airlines hostess.

the same ship while in the service, and were on the U. S. S. Missouri for 14 months as cooks. One is now back at Harry's Snack Bar while the other is now a shipper at National Screen Service, or is it vice versa?

Johnnie McGrail, U-I publicist, held a special screening of "Thunder Bay" for members of the New England Oil Council, a subsidiary of the American Petroleum Institute, and for 15 oil company division managers. McGrail also arranged for a tie-in with the feature and Socony Vacuum for window cards and stills in bulletin boards. Marcia Henderson came to town for press, TV, and radio interviews, and was honored at a luncheon at the Ritz Carlton Hotel. She is a local girl.

Marie Cullen has been added to the staff at Affiliated Theatres Corporation as an assistant bookkeeper, replacing Betty Hood, now living in Austria with her son, who is in the diplomatic corps.

William J. Cuddy is back in his home territory with RKO as office manager, replacing John A. Downing, recently promoted to sales manager. Cuddy joined the old Pathe exchange here as a shipper back in 1922, and has had booking and selling experience. When Pathe merged with RKO, he stayed on. In 1951, he was placed in the Buffalo exchange as office manager, so that when



William Greenough, left, and Arthur Grayson, American Society of Magicians, Hartford, Conn., chapter, recently showed some tricks to five-year-old Paul Leigh McNamara, son of Ray McNamara, manager, Allyn, Hartford, while helping McNamara in his promotion campaign on Paramount's "Houdini."



A. W. Schwalberg, president, Paramount Film Distributing Corporation, is seen in New York making the film which prefaced Paramount's recent triple-feature "Jubilee Show" in 32 exchange cities.

the vacancy occurred here, he was recommended for the same post in the larger Boston exchange. As his family lives in Mattapan, Mass., although three of his four children are married, he is delighted to be transferred back to his home territory. Vera Palady, secretary to Downing, continues to be secretary to Cuddy.

Kenny Mayer, U-I salesman, was hospitalized for a day or so with a severe case of painful sunburn. . . . Three girls in the office force at Smith Management Company announced their engagements, Frances Conforto to Frank Ramelli; Helen LaChute, to Anthony Pawlowski, and Eileen Rosenson, to Lester Glen.

I. Burt Lazarus, general manager, Theatre Chair Maintenance Company, has been a busy man completing his orders for seat repairs. All his workmen do their repairing and renovating of the seats in the theatre premises at off-hours. One of the largest orders was the repairing of the 1,000 seats at Archie Silverman's Strand, Providence, R. I. Lazarus has also put in order the 450 seats of the Jasan, East Weymouth, R. I., for the new owner, Mario Cicchesi, who changed the name of the theatre to the Victor. Cicchesi has also refreshed and repainted the entire inside of the house, has had the booth replenished, and has called upon Joe Cohen to handle his buying and booking. He reopens the theatre for business on Aug. 14. Other repairs to seats handled by Lazarus have taken place at the Strand, Ipswich, Mass., for Philip Smith; the Harbor, York Harbor, Me., for Lloyd Bridgham, and two theatres for Graphic, the Campus, Middlebury, and Burns, Newport, both in Vermont.

Seymour Schussel, IFE eastern division manager and assistant to Bernard Jacon, vice-president in charge of sales and distribution, were in for a series of meetings with IFE representative Ellis Gordon and New England exhibitors regarding the release of the three versions of "The Little World of Don Camillo" and "O. K. Nero."

Plans are going forward for the banquet honoring Ted Williams back to the Red Sox, a \$100 a plate dinner at the Hotel Statler on Aug. 17, with all proceeds going to the "Jimmy Fund." It will be a gala occasion.



Ralph Garnera, mayor's representative, was on hand recently in Boston to meet MGM vice-president Howard Dietz and Arthur Schwartz on their arrival in connection with their tour for "The Band Wagon." At extreme right is Charles A. Kurtzman, New England division manager, Loew's, Inc.

New Haven Crosstown

Dr. Jack Fishman, secretary-treasurer, Fishman Theatres, was at Grace-New Haven Community Hospital.

Sid Kleper, College manager, was a vacationist. . . . The Post Drive-In had fire engines for kiddies. . . . Manager Morris Rosenthal and assistant Charles Gaudino, Loew's Poli, arranged with a WAVZ disc jockey program to bally "The Band Wagon."

Meadow Street

Mary Jane O'Brien, cashier, RKO, died after a long illness. She has been with local exchanges, including United Artists and RKO, for more than 25 years, and, during that time, was well liked by her office associates, executives, and exhibitors, to whom she was courteous, thoughtful, and sincere. The burial was held in St. Bernard's Cemetery.

U-I is celebrating "John Scully Band Wagon Month," July 26- Aug. 29, with a drive to honor the district manager. . . . Amalgamated Theatre Buying and Booking moved, with Lew Ginsberg now handling all details at Fulton 7-5034. . . . Hyman Levine is in the office with John Riccuitti at Interstate. . . . In the Waterbury area, the Pine Drive-In is due to get another ramp with about 150 additional speakers. . . . A certificate of incorporation and organization was filed by Loumac, Inc., Hartford. The firm will handle the concessions at the Pine Drive-In. Incorporators Francis M. McWeeney, Sr.; Francis M. McWeeney, Jr., both of Waterbury, and Louis B. Rogow, Hartford. Rogow is president-treasurer, and McWeeney, Jr., is vice-president. Sidney Greenberg, Hartford, is listed as secretary.

Herman M. Levy, MPTO of Connecticut, is due to succeed John R. Thim as Hamden town counsel, and John H. Filer will be appointed to fill Levy's present position as assistant town counsel. Levy was in London, England, recently. . . . Max Birnbaum,

They're Helping the "Jimmy Fund"

(The following is a partial list of theatres which to date have signed to aid the "Jimmy Fund" drive in New England. The Massachusetts, Rhode Island, and drive-in lists will appear later.—Ed.)

Maine

Auburn, Auburn, N. J. Beuparlant.
Augusta, Capitol, Robert Stevens;
Colonial, L. H. Fitzsimmonds.
Bangor, Bijou, C. J. Russell; Opera House, A. Allaire; Park, C. J. Russell.
Bar Harbor, Criterion, Roy G. Blake.
Bath, Opera House, George Sargent;
Uptown, Richard Welch.
Belfast, Colonial, John Grant.
Biddeford, Central, John Fagan.
Boothbay Harbor, Strand, Saul H. Hayes.
Bridgton, Mayfair, Robert Kingsley;
State, L. W. Hanlon.
Brunswick, Cumberland, William Murch, Pastime, J. A. Peabody.
Bucksport, Alamo, Robert Rosie.
Calais, State, Edward Haskins.
Camden, Camden, J. J. Johnson.
Dexter, Park, George Hobart.
Dover-Foxcroft, Center, Harris Smart.
Ellsworth, Grand, A. Norcia.
Farmington, State, Thomas Roderick.
Fort Fairfield, Paramount, Mrs. M. J. LeTarte.
Gardiner, Opera House, C. R. Boardman.
Hallowell, Rialto, D. B. LaBreck.
Houlton, Houlton, Francis Gooch.
Lewiston, Empire, C. J. Conner, Priscilla, R. J. Provost, Ritz, A. L. Cohen, Strand, James Croke.
Livermore Falls, Dreamland, R. R. Durant.
Madison, State, C. Harvey Gardner.
Millinocket, Opera House, Theodore Ames.
Northeast Harbor, Pastime, Forrest Carmichael.
Norway, Rex, E. S. Pierce.
Ogunquit, Ogunquit, Max Levenson.
Old Town, Strand, Sidney Epstein.

Warner branch manager, received a scare when a truck ran into a pole right in the front of his branch. The pole snapped toward the street, instead of the building, and thus avoided damage to the Warner building.

Those going to Sid Cooper's United Artists branch office will see a refreshing soft green with dark green redecorating, also housing the Allied Artists-Monogram branch, also recently painted. . . . Lee Kissner, RKO, was a vacationist. . . . When Ann Sagnella took her vacation at RKO, being a rabid Yankee baseball fan, she headed toward New York to cheer for her favorite team. . . . Belle Hoffman, 20th-Fox, returned from her vacation. . . . Sid Cooper, United Artists branch manager, went up to Swan Lake, N. Y. . . . For "The Moon Is Blue," UA had John Thompson, New York, and Joe Mansfield, Boston, working on the bally. One of the tieups was the use of the local TV station to publicize the film. . . . A

Presque Isle, State, Arthur Dame.
Rockland, Knox, L. J. Dandeneau;
Strand, William Coffield.
Rumford, Strand, J. H. Young.
Sanford, Capitol, B. J. Perkins.
Skowhegan, Strand, Carl Beals.
So. Paris, Strand, E. S. Pierce.
Walterville, Haines, Harry Mulqueen,
Opera House, James Libbe.
Westbrook, Star, John Divney.
Wilton, Wilton, W. Dufour.
Winthrop, Gull, Royal Hammell.
Vermont
Barre, Paramount, Francis O'Neil.
Bellows Falls, Opera House, Raymond Kinery.
Brandon, Brandon, H. J. Murray, Jr.
Burlington, Flynn, R. F. Gilbert;
Majestic, R. J. Burns.
Middlebury, Campus, Robert Demers.
Montpelier, Capitol, W. R. Pryce.
Newport, Burns, Richard Marshall.
Rutland, Paramount, Frank Vennett.
St. Johnsbury, Star, Anthony Russo.
Swanton, Champlain, Virginia Mapes.
Vergennes, Vergennes, Burleigh Taylor.
White River Junction, Lyric, John Gallagher.
Hardwick, Idle Hour, C. W. Rowell.
New Hampshire
Ashland, Liberty, Max Weisberg.
Berlin, Albert, E. A. Fletcher; Strand, W. B. Begert.
Bristol, Bristol, Helen Kenniston.
Concord, Capitol, F. K. Eldridge.
Dover, Strand, Melvin Morrison.
Exeter, Ioka, Fred Markey.
Franklin, Regal, Paul Barker.
Hillsboro, Capitol, Francis Spain.
Lancaster, Rialto, Walter Kiniry.
Manchester, State, Strand, Palace, Edward J. Fahey.
Meredith, Key, J. Kennedy.
Nashua, State, Daniel Webster, F. D. Scribner.
Newport, Coniston, Ersley Blanchard.
North Woodstock, Corliss Hall, J. Kennedy.
Plymouth, Plymouth, S. Graves.
Portsmouth, Arcadia, William Savits;
Civic, Fred Caldwell; Colonial, John How.
Rochester, Scenic, Carmen Urcioli.
Wolfeboro, Memorial, A. Sanborn.
Derry, Plaza, D. Zerinsky.

drive-in outside of Willimantic at Columbia Corners and one outside of the town of Mansfield are in the planning stages. Those who have seen the



When Lew Ayres, center, starring in United Artists' "No Escape," recently visited Boston, he met Phil Berler, left, head booker, E. M. Loew Circuit, and Ray Canavan, E. M. Loew Circuit district manager.

plans for the Plainville drive-in report that it will be one of the most attractive in the state.

Mrs. John Martin, wife of the business agent, Bridgeport projectionists, is a patient at the Park City Hospital. . . . show and comic books for the youngsters. Danbury Drive-In had a big cartoon . . . The Torrington Drive-In appealed to the Friday night youngster trade with cartoons and comic books.

The Arch Street, New Britain, gave free sodas to the first 100 kids attending special matinees. . . . Jack Bernard, Rivoli projectionist, Bridgeport, was a vacationist. . . . Mrs. Pauline Dayton is the new assistant at the Warner, Bridgeport.

Frances Hogan, National Theatre Supply, returned from vacation. . . . Reservations for the MPTO of Connecticut Golf Tournament at the Racebrook Country Club on Aug. 18 are coming in. George Wilkinson and Al Pickus are co-chairman.

Circuits Loew Poli

Vacationists included managers Morris Rosenthal, Joe Boyle, Fred Greenway, and Sid Kleper. . . . A special screening of "The Band Wagon" was held by managers for disc jockeys, music stores, and others. . . . Barbara Ruick was slated for personal appearances to meet the press and radio as promotional bally for "The Band Wagon."

Variety Club Tent 31, New Haven

Committees for the semi pro boxing show at Exhibition Stadium, West Haven, on Aug. 24, started to function. At a recent meeting, those who posed for pictures which made The Register included: Charlie Brown, John Pavone, State Athletic Commissioner Frank Cerlanek, Rudy Frank, Henry Germain, chief deputy Murray Yorker, Sam Wasserman, acting Chief Barker and general chairman of boxing show, and Hy Levine, Sam Zipkin, Sam Germain, Sal Giacobbe, Jim Higgins, Bob Hoffman, George Weber, George Reilly, and Larry McNamara.

Connecticut Danbury

Through a tieup with a nearby equipment dealer, Jack O'Sullivan, manager, Lockwood and Gordon Danbury Drive-In, had a farm and home equipment show.

Hartford

Metropolitan Hartford's five drive-ins, the E. M. Loew Hartford and Farming-

ton, Pike, East Windsor, and Blue Hills, have ended a 13-week promotion campaign via WCCC. The overall charge of \$1300 was split between the five theatres.

Lou Cohen, manager, and Norm Levinson, assistant, Loew-Poli, screened "The Band Wagon" at a midnight showing for motion picture editors, critics, and commentators from newspapers and radio stations as well as disk jockeys.

The Fred R. Greenways, Loew-Poli Palace checked in from a vacation in the Connecticut area. . . . A new price scale went into effect at two Hartford Theatre Circuit houses, the Colonial and Central, with the former house going from 55 to 60 cents and the Central increasing from 50 to 55 cents.

Jim McCarthy, Strand, has been named chairman, theatres committee, for "Fire Prevention Week." . . . Mrs. Mary T. Grady, treasurer, Hartford Theatre Circuit, and her hubby returned from a vacation trek.

Ray McNamara, Allyn, tied up with William R. Greenough, national head, Society of American Magicians, on "Houdini." Greenough sent out letters to all local units.

Mrs. Fred Greenway, wife of Loew's Poli Palace manager, was inspired to verse after viewing her first 3-D picture. Here is Mrs. Greenway's contribution:

Please Don't Dimension It!
When the movies first started
I was young and light-hearted,
Silent stars thrilled me with their charm.
I got my kicks
From Rin Tin Tin and Tom Mix
The future held no alarm.
Then radio came — brought many to
fame,
And just as we settled down —
With no one to blame — we suddenly
came
To motion pictures — plus sound!
And discussed it with some artist feller—
This kept folks content, until somebody
went,
Consequently we found — not enough we
have sound,
We also must have Technicolor!
Now I've reached the last straw, my
nerves are all raw
We now sell popcorn — plus 3-Ds,
The public's gone mad over this latest
fad —
The poor managers now have DT's!

An Aug. 5 opening was set for the \$100,000 Manchester Drive-In Theatre Corporation's 500-car capacity project at nearby Bolton. Officers in the firm are Bernard Menschell, John Calvo-coressci, and the latter's wife, Frances.

The Korean armistice, initially, was glad news for Hugh J. Campbell, manager, Hartford Theatre Circuit's Central, West Hartford, and Mrs. Campbell. Two sons, Marine Private First Class Raymond, and Army Private First Class John, were serving on that war-torn strip of land, and the Campbells were joyful over the signing of the truce. Less than 24 hours after hearing the armistice news and interrupting the evening performance at the theatre to make the

announcement, the Campbells got a tragic wire announcing Raymond's death, two days previous.

New Britain

Announcement was made by Brookie LeWitt of plans for installation of new wide-screens at the Arch Street, here, and Strand, Plainville, to be 30 feet wide and 17 feet high, installed by Daniel Grenier, projectionist, Plainville house. When the veteran boothman, president, Local 301, learned that erection of a screen of this type would be delayed for several months, he got permission from George De Witt, owner of the theatres, to build one himself.

Norwich

John E. Petroski, manager, Palace, returned from vacation. His relief manager was George E. Haddad, Gem, Willimantic.

Stratford

Albert M. Pickus, owner, Stratford, and a national TOA officer, was appointed chairman of the budget subcommittee of the Bridgeport area Community Chest.

Massachusetts Springfield

Under the auspices of auxiliary of Post 509, Jewish War Veterans, the fund in behalf of Worcester, Mass., tornado victims was boosted appreciably as result of three days of intensive appeal at the Bing and Phillips.

The Suffolk, Holyoke, Mass., was the scene of picketing as the result of a dispute with Local 382. . . . The Majestic, Holyoke, Mass., closed for the summer. . . . Neil O'Brien, former manager, Rivoli, Chicopee, Mass., is now at the Victory, Holyoke, Mass.

At the Bijou, James Grover succeeds Elton Moses as assistant. . . . Hugh MacKenzie, co-producer, "No Escape," was doing a little footwork through the territory.

At the Art, Mrs. Opie Brown, convalescing from a wrist operation, will be back soon, and Robert Bengle, manager, is back after a vacation.

Ande Sette, Capitol, was host to more than 100 youngsters from boys' camp for "Francis Covers The Big Town."

Harry Shaw, Loew's, New Haven, was in to look over the 3-D installation at Loew's Poli. . . . Barbara Ruick, Metro starlet, was in for a p.a. stint. . . . The Loew's Poli experiment with "permanent" 3-D glasses is a success, according to manager George E. Freeman, with patrons dutifully following the "Return Glasses Here" request.

New Hampshire Farmington

The Strand reopened after being closed for several days.

Keene

The Scenic was closed for a day and a half to install new 3-D equipment.



NEWS OF THE

Territory

New York City

Crosstown

Donna Reed, in Columbia's "From Here To Eternity," arrived to begin a publicity tour in connection with the world premiere at the Capitol.

Max E. Youngstein, United Artists vice-president, returned to New York after a month's stay in Europe, accompanied by his wife.

Lane and Winard, attorneys, Tribune Theatre Corporation, operator, Tribune, announced that an anti-trust action brought by the company against WB and U-I has been settled under an agreement giving the house a neighborhood first-run. The Tribune previously had played films seven days after Skouras' Academy of Music. A similar first neighborhood run was granted the Tribune earlier by RKO, and the suit is now pending against 20th-Fox and Skouras' Theatres.

The winners of the third week of the Century Theatres theatre operation drive were Brooklyn district, first, Marine, manager, Edgar Bernhardt; assistant, Albert Bagrash; second, Kingsway, manager, L. W. McEachern; assistant, Lester Goldberg, and third, Avalon, manager, Meyer Hudish; assistant, Anthony Oristano, and Long Island district, first, Shore, manager, Richard Treter; assistant, Arthur Felton; second, Queens, manager, Bernard Seiden; assistant, Ronald Maggi, and third, Floral, manager, Jerome Thyberg, and assistant, Robert Collins.

Richard Todd, star of Walt Disney's Technicolor "The Sword and the Rose," was guest of honor at a luncheon attended by top executives of the Walt Disney New York office and RKO officials.

Barney Balaban, president, Paramount Pictures, and Spyros Skouras, president, 20th-Fox, have been named honorary chairmen of the Sophie Tucker Golden Jubilee Celebration, it has been announced by chairman Harry Brandt. The celebration will be capped with a huge testimonial dinner marking her 50th year in show business at the Waldorf Astoria on Oct. 4. Seven other theatrical charities will share in the proceeds of the affair, which will be sponsored by the Jewish Theatrical Guild.

Sadie Tandlich, mother of Karl Harte, U-I home office representative, died.

Phil Hodes, retiring RKO New York exchange manager, is being given a testimonial luncheon today (Aug. 5) at the Hotel Astor by approximately 250 friends. Harold Klein, J. J. Theatres, is in charge of arrangements. Hodes spent his entire industry career with RKO and its predecessor, FBO, except for the years between 1916 and 1922, when he was with Universal.

Cut-rate Tokens Lead To Plenty of Publicity

NEW YORK — Albert L. Greene, Avenue U, Brooklyn, upped attendance at his theatre considerably last fortnight by selling 15 cent New York Transit Authority tokens, obtained through an unrevealed source, at the cut-rate price of a dime.

The theatreman managed to wangle 5,000 tokens at a time when only a small number were available, and would not reveal the source of his supply. Greene offered a token at the cut price for every 65 cent admission or sold three for 25 cents with purchases of three admissions.

Greene disposed of 1,000 tokens the first night he put the plan into operation, and said it was the best week-day business the theatre had enjoyed in years.

Harold Warner, TA counsel, said he saw no grounds for legal action against Greene as long as the TA got 15 cents for each token.

The stunt captured the city's fancy to the extent that Greene reports many persons attended his theatre that he had never seen before, a man from The New Yorker came by to do a magazine article, and Greene was guest on a TV interview show.

William L. Taub was elected president and managing director, Hispano, scheduled to open on Sept. 4 with a policy of first-run Mexican films and Latin American artists and stage shows.

Walt Disney Productions designated Albert Margolies and Company to conduct a special promotion campaign in connection with the New York release of "The Living Desert," "Ben and Me," and "Stormy."

Edward Mullen, United Artists branch office manager, announced his resignation after 30 years of service with the company to enter his own business on the west coast. Mullen, who joined UA in 1923, has spent all of his career with the Film Distribution Company at the New York office.

New Jersey
Asbury Park

A parachute jumper, boardwalk magician, and coffin were among the props employed by Ted Davidson, manager, Paramount, to ballyhoo "Houdini." He hired a local magician to put on a magic demonstration on the boardwalk near the theatre several nights. He also dressed three aides in full-dress "mourning" clothes, and had them push a borrowed coffin on a cart around town, with signs proclaiming that "Houdini" was inside the coffin, and would "escape" at the Paramount on the picture's play-dates. With an assist from city manager Bob Hynes, the best stunt was a tongue-in-cheek item submitted to The Asbury Park Press that he was seeking someone who would jump by parachute from a plane just over the beaches in Asbury in straight-jacket. He got four written replies to the ad, which he turned over to the newspaper, and got a substantial feature story on the theatre page.

Long Branch

Walter Reade Theatres reopened its Paramount and Strand after they had shut down for a fortnight in a dispute with the City Commission over introduction of burlesque at the Paramount.

New York State
Albany

The memory and objectives of pioneer documentary producer Robert Flaherty will be perpetuated through the Robert Flaherty Foundation, Inc., which filed a certificate with the Secretary of State under the membership clause of the incorporations law.

Thirty years of topflight service to Warners and its predecessor, First National, were recognized when the staff of the former gave a party for Mrs. Carrie Rodgers, manager's secretary. Mrs. Rodgers was praised by branch manager Ray Smith for "an important job, well done." Doris Senecal, Warner cashier, arranged the party in her home. Mrs. Rodgers, who started with First National in the days when film exchanges were located in the downtown Clinton Avenue section, left in the family car with her husband for a vacation in Miami, Fla.

John Brusseau, Delaware manager, left with his wife and family for an automobile tour of the New England coast. He had been doubling into the Madison while Oscar J. Perrin vacationed. Bill With, Palace manager, was another who enjoyed the great outdoors during his annual. A. O. La Flamme, Strand manager, shoved off for a fortnight at Ocean Park, Me. Mrs. La Flamme accompanied him.

Johnny Wilhelm, 20th-Fox head booker, fattened his pocket book for an early-fall vacation in Pittsburgh by winning the bonus, two weeks' salary, for going over quota in the "Terrytoons" drive during the second quarter. . . . A gag clothesline in the rear of 20th-Fox exchange, to advertise the company's featurettes, has a local addition, a pair of salesman Fred Sliter's shorts. The other underwear displays were shipped from the home office. . . . The 19-year-old son of Ray Smith, Warner branch manager, plans to take a pre-medical course, possibly at the University of Vermont. The young man was recently graduated from Albany Boys Academy. He worked in a super market weekends.

The will of Walter H. Wertime, Sr., owner, Chester, Chestertown, and Regent, Cohoes, admitted to probate in Warren County, showed an estate of \$50,000 real and \$30,000 personal. Testamentary letters were issued to two sons, Walter

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H., Jr., and George F. Wertime. Wertime, a practicing attorney for 60 years, bequeathed his interest in a Cohoes law firm to Walter, Jr., and also the books and office furniture. He left one-third of the estate to the widow for life. On her death, it will be divided equally among three sons and four daughters. Wertime's secretary in Horicon, Warren County, was willed \$1,000.

The Dyckman Theatre Corporation has been authorized to conduct business in New York. Incorporators are Philip Steinberg, attorney Max Epstein, and Caroline Gluck.

Frank Carroll, popular head booker-office manager, Metro, has bought a new home in a development on Shaker Road. . . . Schuyler Beattie, Metro salesman in Chicago and one-time Paramount booker and salesman, recently called on old friends. . . . Johnny Capano, U-I booker and the only exhibitor in the exchange district who also works as an exchange booker, returned from a vacation in Canada. He operates the State, Troy.

Barbara Ruick, MGM starlet, was in on behalf of "The Band Wagon." . . . Wide cooperation by theatres in the Korean relief drive, requested by President Dwight D. Eisenhower, was noted. . . . Drive-in business, in the doldrums during the long, rainy spring, has boomed since the weather turned dry and hot.

Buffalo

Ellicott Creek Park was turned into a Hollywood set when the shooting of an experimental movie began. The camera equipment was developed in Buffalo by the American Optical Company for Todd-AO. The new Magna Theatre Corporation is running the test film here. The director is Fred Zinnemann, and the cameraman is Harry Stradling. The Regent, now closed to the public, is being used for the experimental trials.

Bill Cuddy, formerly RKO office manager, has been transferred to RKO, Boston, as office manager. . . . George Mackenna, general manager, Lafayette, is general chairman of the Lux-For-Mayor finance committee. . . . Moe Dudelson, United Artists district manager, visited.

Jack Chinell, RKO branch manager, attended a meeting in New York City conducted by James R. Grainger, president, RKO. . . . Eddie Suess, MGM city salesman, purchased a new home. Eddie Suess is also very active in the Boy Scout movement. . . . Harold Murphy is the new manager, Cinema.

Shea's Buffalo installed a new screen, 65 by 35 feet. The 65 feet accounts for all the space within the proscenium arch, the widest arch in this part of the country and two-thirds of Canada.

Elmer Lux, head, Elmart Theatres, was one of the masters of ceremony at the Buffalo Bill tent, Circus Saints and Sinners Club of America, at the Cherry Hill Country Club in Canada. Richard T. Kemper, Dipson Theatres zone manager and Erlanger resident manager, was a member of the outing committee, and Charles B. Taylor, AB-PT, was publicity chairman.

EYEING THE

Exchanges

NEW YORK — When United Artists office manager Edward Mullen resigned after 30 years with the company, everyone got together for a farewell luncheon. After a well-earned vacation in Florida, he'll be moving to Los Angeles, where he plans to go into business for himself.

MGM — The new contract clerk is Lorraine Reiner. . . . New York booker William Kiernan will do his sun basking at Greenwood Lake. . . . Assistant booker Dick Feinstein was on vacation. . . . New biller Margaret Biller hails from Louisville, Ky., where she worked for The Courier Journal. . . . The switchboard's Johanna Mae Panesse was on her annual. . . . Charles Gurne, night head inspector, was taken to Catskill Memorial Hospital.

REPUBLIC — Myra Lerner, contract department, was up for a weekend in a mountain retreat. . . . Joseph Wohl subbed for branch manager William Murphy while the latter was on vacation. . . . It looked like Anna Magnani behind the bookkeeping machine, but it was Rene Goldstein back from vacation sporting an Italian haircut. . . . Chrys Blionas, 16mm. booker, passed bon bons around in celebration of her birthday. . . . Print booker Auria Lopez and secretary Mary Nicalaou returned.

COLUMBIA — Typist Frances Taylor and dance group entertained soldiers with a show at Fort Wadsworth. . . . Katherine Becher, booker, and Sandra Resnick, secretary, were away. . . . Accounting clerk Norman Rubin, who plays the drums and sings, along with two other musical buddies entertained

Charlie Baron, exploiter, is now working for Columbia out of Buffalo. . . . John Zimmerman resigned as manager, Niagara. . . . Eddie Yauch, booker, 20th-Fox, and his wife, Helene, were injured in an automobile accident.

Mrs. Elmer Preston, for many years a contract clerk at 20th-Fox, gave birth to a baby boy. . . . Charles Kosco, resident manager, 20th-Fox, spent two days in New York City conferring with Martin Moskowitz and Arthur Silverstone.

Ruth Egan, secretary, Paramount, spent her vacation in New York City. . . . Doris Clarke, inspectress, Para-a straight-jacket. He got four written remount, vacationed in the country. . . . Jennie Buscaglia, inspectress, Paramount, returned from her vacation. . . . Florence Kopec, contract clerk, Paramount, returned from her vacation. . . . Leona Cwuzewuz is the new switchboard operator at Paramount.

Two teen-agers were apprehended removing speakers at the Delaware Drive-In, operated by Harry Berkson, branch manager, Monogram. . . . The Paramount will run a midnight stage show on Aug. 7, called "The Night Of Horror." . . . Charles Taylor spent his vacation in Vermont.

guests at the Willings Hotel. . . . Box-office clerk Howard Goldstein spent a weekend at Spring Glin. . . . Swanee Jacobsen heard from her Pete, who arrived with the infantry in Japan.

PARAMOUNT — Biller Ruth Richardson is touring the nation. . . . Long Island booker Gene Newman was away. . . . Booker Jerry Frankel and office assistant Phil Fontanetta were back.

20TH-FOX — Switchboard operator Ruth Bechtold celebrates a birthday on Aug. 7. Biller Alice Schwartz was at Atlantic City. . . . New in the contract department is Sandra Silverstone. . . . Away on the usual was Tom Feeney's secretary, Harriet Dublin. . . . Ethel Flisser moved up to be Pete Fishman's secretary.

BONDED — Romeo Zaccone climbed to distribution accounts, Milt Van Praag stepped into the 3-D department. Arthur Goldberg will help with the shipping, and Lou Notis will now be doing the 3-D inspecting. . . . Shipper Jack Greenberg enjoyed his stay in the Catskills.

UNITED ARTISTS — That new chunk of ice on the third finger, left hand, of booker's secretary Dina Agoos made it official.

RKO — Off to Connecticut was bookkeeping machine operator Evelyn Vitorilis. . . . Contract clerk Phillis Friedman was dude ranching.

RAMBLIN' 'ROUND — Allied Artists biller Rita Salgado was away. . . . A beach vacation was planned for Arlene Moffa, WB contract department. . . . Passing of Willie Osborn, old time film salesman, was mourned. . . . Hattie Costello, recently resigned head inspectress at Paramount, will be staying in New York, and will not live on the coast as was reported here.

—J. A. D.

A new wide-screen was installed in the Center for "Inferno." A new stereophonic sound system will be installed in the Center soon.

In response to President Eisenhower's request, most theatres in the area pledged to use the trailer containing President Eisenhower's plea for contribution to the American Korean Foundation. Each theatre also pledged to take a collection. The chief executive's personal plea caused theatremen to change their policy against collections. It is felt that theatregoers will be happy to cooperate.

Herkimer

Jake Weber, Schine's Liberty, held a Hollywood premiere for the Herkimer High Alumnae Association of 1952 and 1953, with their share of the proceeds being contributed to the Damon Runyon Cancer Fund. He also held a "Big Brother and Sister" contest in conjunction with the playground commission. On Aug. 12, he is having a "Mr. Herkimer Contest," also in conjunction with the playgrounds. This is an annual affair. On Aug. 15, he is having a 4-H Fashion Show at the Liberty, and, last, but not least, on Aug. 19 he is having a "Miss Herkimer" contest, to run in conjunction with the playground commission and similar to the "Mr. Herkimer" contest.

NEWS OF THE

Territory

Philadelphia
Crosstown

Area exhibitors were disappointed when the Waterhouse-Andrews bill, designed to relieve theatres from payment of a 10 per cent local tax, was referred back to committee in a purely political maneuver.

The trade mourned the death of Oscar Libros, 65, in Atlantic City. Eight years ago, he retired from National Penn Printing Company, with which he had been associated for four decades. He is survived by his widow and one son, Harold. The deceased was a member of the Variety Club, Motion Picture Associates, and B'nai B'rith. Burial services were in Roosevelt Cemetery.

Condolences were extended to Lyle Trenchard, general manager, William Goldman Theatres, upon the death of his mother, Anna.

Paul Klieman, general manager, Pearl, was in Hollywood, combining business with pleasure during a series of studio visits. While on the Columbia lot, he met Van Johnson, and when the actor heard that Klieman came from Philadelphia, he said: "One of my fondest memories of Philadelphia is eating some of that good Philadelphia scrapple." When Klieman returned, one of the first things he did was to see that some was dispatched to the actor at his Beverly Hills, Cal., home via air mail.

The Fox held a preview of 20th-Fox's "The Glory Brigade."

Harry Knoblauch, manager, SW Lane, was quite cooperative when a newspaper reporter rushed into the theatre, and asked to use the phone. Campbell allowed him to enter. The reporter, Larry Campbell, astounded that the manager would so willingly let someone in to see the show free on such a flimsy excuse, revealed his identity, and asked Knoblauch how come he was so trustful. As it turned out, the Lane was playing a 3-D film, the reporter couldn't have seen it without the special glasses, and he couldn't have gotten the glasses without paying an admission.

The amusement tax bureau of the City of Philadelphia last week stated that if and when the federal 20 per cent admissions tax is ended, the city law states that roll form tickets must still be numbered consecutively from one to one million and then one-A, one-B, etc. It was also explained that actually the city tax increases when the federal tax goes off. For example, on a \$1 base, this was previously established as a price of 77 cents plus eight cents city tax plus 15 cents federal tax. If the federal tax goes off, the base becomes 91 cents plus 10 cents city tax, or \$1.01, which the city expects will be actually worked out

to 90 cents base plus 10 cents city tax, or \$1. However, the bureau indicated that there is a possibility that the city tax may also be dropped.

William Goldman's neighborhood Esquire, was reported closing. It was understood that the closing is due as a result of a dispute with the landlord over the cost of installing 3-D equipment. Goldman's lease on the property runs well into the 1960's.

James A. Michener, author, UA's "Return To Paradise," a resident of Doylestown, Pa., was honored by the City as an outstanding Delaware Valley resident at ceremonies in the mayor's reception room. He was presented with a certificate of recognition and a framed print of Independence Hall. UA exploiter Max Miller made the arrangements in connection with the opening at William Goldman Circuit's Midtown.

Al Davis, Fried Circuit executive, went on the sick list last week, and was laid up at his home.

The World is due to reopen today (Aug. 5). . . . The Model is on a two-week closing notice.

Vine Street

John Golder, the Jam Handy man, is back in action again after convalescing from an ailment, and will take to the road again soon.

The legislature increased the salary of Mrs. Edna R. Carroll, chairman, State Board of Motion Picture Censors, from \$5,500 to \$6,000 annually and the

vice-chairman from \$4,500 to \$5,000. . . . Condolences were extended to MGM branch manager Lou Formato upon the death of his mother, Angela.

The trade was sorry to learn that G. F. Wurtele, father of Lester Wurtele, Columbia branch manager, had suffered a heart attack. . . . U-I salesman Francis Charles, who was taken seriously sick while upstate, went home to New England to recuperate. . . . RKO booker John Phelan was back part time following a lengthy illness.

Exchange Locals F-7, front office, and B-7, back room, came to a settlement with distributors' negotiators on a new contract, which calls for a \$4 increase back to December, 1952, an increase in minimum pay for new employees, and an increase when the employee becomes a union member after 60 days, instead of the former 90 days.

Mae Greenus, 20th-Fox booker, underwent a minor operation at Temple Hospital. . . . Myra Lukoff, 20th-Fox bookers' stenographer, announced her engagement to Morty Margolis. . . . Jack Forscher, 20th-Fox booker, was on the sick list. . . . Lillie Rosentoor, 20th-Fox booker, was back from her vacation.

On vacation at 20th-Fox were office manager's secretary Florence Resnick, booker Ethel Rudick, biller Anna Kreal, Ginnie Owens, contract clerk, and Hattie Fox, bookers' stenographer. . . . Paramount salesman Herman Rubin was again on the very sick list. . . . The National Screen Service-Independent

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Poster Exchange anti-trust trial is now scheduled for U. S. District Court on Oct. 19.

20th-Fox branch head Samuel Edward Diamond, while on a trek on the boardwalk in Atlantic City in the vicinity of the President Hotel eyed a native who looked surprisingly like Clifton Webb in "Mr. Scoutmaster." However, when

he came into closer range, Diamond found that it was exhibitor Norman Lewis, attired in English walking shorts, a phenom which was as startling to Diamond as it was to the theatreman.

District of Columbia Washington

Phil Isaacs, Paramount branch manager, played host to the trade at Paramount's screening and luncheon at the Circle. The luncheon was at the Roger Smith Hotel. Among the exhibitors who attended were: Mort Gerber, Clark Davis, and George Wheeler, District Theatres; Mr. and Mrs. Tom Mudd, Lust Circuit; Curtis Hildebrand, Roth Circuit; Eddie Martin, J. B. Walsh Exhibitor Service; George Crouch, L. Ripnitski, and Buster Root, Stanley Warner; Eddie Kimpel, Rome Circuit, Baltimore, Md.; Aaron Seidler, New Albert, Baltimore; Sidney Bowden, Wilder Circuit, Norfolk, Va.; Father Walter Norris, assistant pastor, Nativity Church, and others.

Sid Zins, Columbia's exploiter, was in Charlotte to handle a 250-theatre premiere on "Cruisin' Down The River." . . . Buck Stover, Virginia and Reed, Alexandria, Va., is out of the hospital. . . . Hilda Zell, wife of Will Zell, Star, Annapolis, Md., is convalescing at the Women's Hospital, Baltimore, Md.

Denver Ayelshire, Page and Bridge, Luray, Va., made one of his infrequent visits. . . . Helen Lee, Independent Theatres Service secretary, was on vacation. . . . Johnny Broumas has taken over the booking and buying for the Fairfax, Fairfax, Va.

REPUBLIC — Branch manager Jake Flax and salesman Sam Taber fly to the coast as their prize for coming in first in the recent drive. . . . Clara Cunningham resigned as cashier to reside in Florida. . . . Maynard Madden, Virginia salesman, says the fish are really biting in the Chesapeake Bay.

WARNERS — Catherine Davis, cashier's department, was vacationing in Ocean City, Md. . . . Harvey Wynn, secretary, was on vacation in North Carolina. . . . Frank Gormley, booker, returned from a vacation at home. . . . Johnny Garst, Clinch Valley salesman, was in town from Martinsville, Va.

K-B CIRCUIT — Jimmy Sanford, comptroller, was on vacation. . . . General manager Marvin Goldman was taking two weeks at St. Elizabeths.

Harry and Al Vogelstein, Baltimore Poster Exchange, have taken over Theatre Advertising, D. C., from Ben Segel. The Vogelsteins are real pioneers as the Baltimore Poster is the oldest poster exchange in this territory.

Bud Rose, UA salesman, met with an accident while swimming. He ripped his stomach on a submerged anchor, requiring 14 stitches.

Keiths went all out exploiting RKO's "Second Chance." Jerry Baker arranged a "Resemblance Contest" in collaboration with the "Roy Meachen Show."

DISTRICT THEATRES — Lucille Brown, booking department, was in Wildwood, N. J. . . . Ada Randall, cashier, returned from Springfield, Mass. . . . Sigmund Heard, supervisor, was vacationing in Cleveland. . . . Clark Davis, general manager, was in Richmond, Va., to hold meetings. . . . Mrs. Clark Davis was in Hollywood Beach, Fla.

Tom LeCemp, Highway Express Lines, was on vacation. . . . Highway's Mary Jean Meadows married Jimmie Salvetti, Clark Films. Congratulations go to the Salvettis.

Tenye Lynch, wife of Schine Circuit zone manager Gus, was in bed with a sprained ankle. . . . Fred Schanberger, Keith's Baltimore, Md., visited.

PARAMOUNT — Happy birthday goes to Billie Benick, booker's clerk. . . . Jeanne Bixon was vacationing in Chicago. . . . Anne Bates was sporting a real Floridian sun tan. . . . Mildred Kelly, inspectress, returned to work after being ill.

K-B Theatres, operator of six theatres in the District of Columbia and Maryland, added another when it assumed operation and management of the Colony, a former Stanley Warner neighborhood. Under K-B management, the Colony will inaugurate a new art policy of presenting outstanding pictures from all over the world. K-B Theatres operates the first-run Ontario and the MacArthur International Cinema, deluxe art first-run. Other houses are the Apex and Naylor, neighborhood, and the Flower and Langley, nearby Silver Spring, Md. Managing directors of K-B Theatres are Fred Burka and Marvin J. Goldman.

EQUITY — Thelma Powell, booker, was on vacation. . . . A party was given in honor of Clarice Courthold, clerk, leaving to return to England. The party was at the Variety Club, Baltimore, Md. . . . Bernie Mills was in town from New York. . . . Myron Mills was on the Eastern Shore.

20TH-FOX — Division manager Glenn Norris and branch manager Joe Rosen were in Richmond, Va., attending the world premiere of "Sailor Of The King," Byrd and State. . . . Happy birthday went to Caroline Carney, assistant cashier. . . . Salesman John O'Leary's children, Maureen and John, Jr., were being held over at the Steel Pier, Atlantic City, where they are appearing.

MGM — Pat Jones, contract clerk, returned after illness. . . . Bernardine Powell was ill. . . . Rhoda Zell, biller's clerk, was on vacation. . . . Henry Ajello, booker, was spending his vacation in the hospital. . . . Joe Kronman is shooting in the low 80's. Consequently, he bought himself a new set of clubs.

Seen booking were: Jack Fruchtman, New, Leonardtown, Md.; Sam Ashman, Ashman's Theatre Service; Walter Gettinger, Howard, Baltimore, Md.; Joe Walderman, Park, Baltimore; Ellwood Lane, Family Drive-In, Frederick, Md., and Stu Thomson, Rendezvous, Hampstead, Md.

—FREDDIE S.

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Delaware Wilmington

Robert E. Diem, assistant manager, Loew's Aldine, is now manager, Loew's Colonial, Reading, Pa., succeeding Larry Levy, now managing Loew's State, Providence, R. I. Earl Sitlinger is the new assistant here, coming from Loew's Colonial, Reading.

Delaware Attorney General H. Albert Young disclosed that in recent weeks he has stopped a form of lucky number contest at a Milford theatre and at a large local department store, but said that his office has received no complaints about the baseball contest sponsored in Delaware and nearby states by the American Stores Company.

Tom Wood Baldrige, MGM exploiter; Edgar J. Doob, manager, Loew's Aldine, and Robert E. Diem, assistant manager, were working on a promotion campaign for MGM's "The Band Wagon," highlighted by a visit of dancer Peggy Gordon. She was scheduled for a broadcast on WDEL, a telecast on WDEL-TV, and an appearance at Robelen's music store, cooperating with an essay contest. In addition, several radio contests were planned.

Maryland Baltimore

Meyer Leventhal, Lord Baltimore, has been appointed by Governor Theodore McKeldin to a vacancy on the State Board of Examiners of Motion Picture Operators, a three-man panel. The post formerly was held by Rodney Collier. Leventhal, associated with the industry for 43 years, is general manager for the Philip J. Scheck Theatre Enterprises.

Leon Back, president, Allied Motion Picture Owners of Maryland, was vacationing in Maine. . . . William Bogges, Rialto manager, was on vacation.

Mrs. Eileen Powder is no longer inspectress for the Maryland Board of Motion Picture Censors. . . . Chairman Sidney R. Traub, Censor Board, was on a vacation in Ocean City, Md.

John Dunn, projectionist, Censor Board, was in Mercy Hospital. . . . Louis Sieber, Stanley projectionist and president, Local 181, returned from vacation.

Isador M. Rappaport, Hippodrome and Town owner, spent a weekend with relatives in Atlantic City. . . . Mrs. Clara Wible, New secretary, is mourning the death of her father, who passed away in Connecticut while on a vacation trip with his daughter.

Jack Whittle, Avenue owner, is spending most of the summer in Ocean City, Md. . . . MGM presented a screening of "The Band Wagon" at the Valencia for invited guests.

Miss Carrly Hamburger, Little manager, sent corsages to local TV feminine announcers on the day "No Time For Flowers" opened at the Little.

—G. B.

Leonardtwn

The Plaza is featuring its private party "Maryland Room" and its "crying room" for mothers with babies. . . . T. L. Harrison, Jr. manager, Park and Plaza, Lexington Park, was vacationing with his family and assistant John Levy and aide Billy Anderson were pinch-hitting.

New Jersey Atlantic City

The Civil Defense Administration sponsored the world premiere of Paramount's "The War of the Worlds" at the Warner. Joseph Hackney, Atlantic City CDA director, and George Kimble, Warner manager, supervised elaborate military ceremonies, including a parade of army, navy, and Red Cross personnel and military bands. Guests at the opening included city and state officials. Premiere lobby ceremonies were broadcast over WMID, with Al Owens, announcer, serving as m. c. A Civil Defense ambulance fully equipped for wartime emergencies was put on display on the boardwalk in front of the theatre on premiere night. During the run, the theatre will display in lobby booths the various paraphernalia the CDA has in readiness for use to protect citizens in the event of a sudden invasion.

Trenton

A daring hold-up by a gunman netted him \$104 in dimes and nickels in the RKO Lincoln. George Hart, assistant manager, was surprised in his office by the gunman who forced him to open the office safe, at gun point. Nicholas Messina, 17, from the Trent, an adjoining RKO house, entered the manager's office to get some supplies, and was struck down by the bandit, and then tied and taped. At St. Francis Hospital, where Messina was taken, attending physicians said he has a skull fracture from the gun blow. Police alerted authorities of New Jersey, Pennsylvania, and New York in the hunt.

Pennsylvania Allentown

Lou Golding, New York, Fabian Circuit district manager, in a recent visit, named William Wyndham, manager, Embassy, Easton, Pa., which is scheduled to reopen after having been closed since early summer. Wyndham has been associated at the Rialto with Earl Arnold, whose wife, Mrs. Arnold, was appointed by Golding as assistant manager there with Wyndham's departure. Wyndham returned following a two-week vacation to duties at the Rialto while the Arnolds took their second week vacation. On their return, Wyndham takes over his new Easton duties. Wyndham will work with Fred Osterstock, Fabian City manager in Easton. William S. Erwin will serve as relief manager at Fabians' Rialto and Colonial in Wyndham's stead.

Collections for the Korean Foundation were taken between shows at the Rialto, Ward B. Kreag, city manager, by Herbert Paul Lentz, Post 29, American Legion and auxiliary, and at the Rialto by the West End Legion post and auxiliary.

—M. S.

Bloomsburg

Earl Rozelle, manager, Columbia, was on vacation.

Carlisle

Charles Rothermel, manager, made an interesting attention-getting standee display covering the Coronation film and

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FILMACK



Ben Kalmenson, Warners' vice-president in charge of distribution, is seen recently congratulating William G. Mansell, promoted from Philadelphia branch manager to central district manager, at the home office district managers meeting in New York.

"It Happens Every Thursday." On "Seminole," Rothermel had a tie-in with the local milk dealer to distribute bottle hangers.

Danville

Jim Feeney, manager, Capitol, presently is conducting kiddie matinees each Tuesday morning during which time he talks to his patrons from the stage. Recently, the police chief made a personal appearance, and spoke to the children on safety. The Capitol's candy girl made the local paper's headlines when she became an entry in the local Soap Box Derby Queen contest.

Hazleton

Phil Duffy, manager, Grand, was hard at it selling local boy Jack Palance in "Second Chance," and on "Law And Order" he went back to the factories where Ruth Hampton visited not too long ago. All cooperated, including radio stations, with a wealth of free plugs. Duffy made arrangements with the leading hotel to place a permanent lobby display.

Northumberland

Stanley Searle, manager, Savoy, has a gimmick for patrons in his lobby, a card table on which is a small box the contents of which are to be guessed by his customers, the reward being a free pass in the form of a soda cup bearing his signature. The same idea prevails for his candy concession.

Pottsville

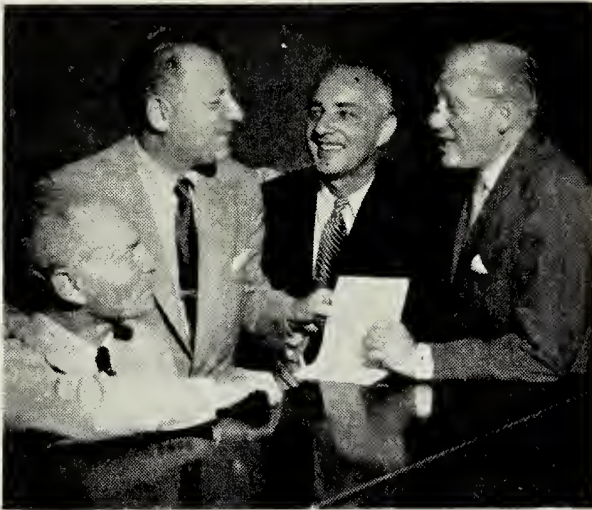
Carl Herman, manager, Hollywood, is back after a severe eye infection which had him bedded in the hospital. Harman's activities were not interrupted by his week at the institution, during which time, he arranged for a tie-in with a jeweler on "All I Desire." On "Let's Do It Again," Herman promoted the cooperation of disc jockeys and music dealers.

Quakertown

H and M Enterprises' Star-Lite Drive-In opened. The spot has a 700-car capacity.

Reading

Larry R. Levy, manager, Loew's, arranged a preview of "The Band Wagon."



Seen, left to right, are Alexander Hilsberg, conductor, and Frederick Mann, Robin Hood Dell executive, welcoming Arthur Schwartz and Howard Dietz, composer and lyricist of MGM's "The Band Wagon," before a recent children's concert at the Philadelphia concert spot.

Larry Levy, manager, Loew's Colonial, has been promoted to manager, Loew's, Providence, R. I. He is succeeded here by Robert E. Diem, assistant manager, Loew's Aldine, Wilmington, Del. Earl Sitlinger, student assistant, Colonial, becomes assistant manager in Wilmington.

Scranton

Bud Irwin returned from Florida and Havana. . . . Tom Collins, Comerford, was undergoing minor surgery. . . . Bill Kays, manager, Capitol, and his family were spending their holiday period at Lake Wallenpaupak. . . . Helen Donnelly and Mary Price, Comerford accounting department, were on vacation. . . . Ann Monahan, Capitol, has established residence in this city.

James Gavin, manager, Comerford, Clarks Summit, Pa., before departing for vacation, arranged for the inception of his daily movie time-table to appear on page one of The Abington Journal. . . . Bill Kays, manager, Capitol, returned from his vacation while Bill Graff, assistant manager, Capitol, and Bill Butler, district manager, started on their respective holidays.

Activities increase in the Comerford's summer drive as managers redouble efforts. In conjunction with the pony-bike giveaway, manager Lou Stassi, Holland, Old Forge, Pa., arranged for an additional 35 consolation prizes from the merchants. Manager Barney Drexinger, Pastime, Duryea, Pa., also additional 12 prizes among the merchants, is using three sheets on all attractions, and has a weekly herald distributed by newsboys. Recently, Stassi drew 268 children to an evening performance, where he distributed the pamphlets supplied by the Huffy Bike Company, manufacture of the 20 bikes to be given away at the end of the drive.

Paul Tigue, manager, Westside announced the installation of new equipment. The present screen will be replaced by the new screen of 21 x 34 feet dimensions.

Bill Cavanaugh, Comerford, returned from Asbury Park, N. J., where he vacationed with his brother. . . . Mike Gettings, Capitol, was on vacation. . . .

TRADE SCREENINGS

PHILADELPHIA

WARNERS — (230 North 13th) Aug. 6, 2, "Island In The Sky" (John Wayne, Lloyd Nolan, Phyllis Winger); 12, 2, "The Diamond Queen" (Fernando Lamas, Arlene Dahl, Gilbert Roland) (SuperCinecolor).

Harry Speigel, Comerford advertising department, his wife, and daughter, were in Atlantic City. . . . Emmett Hart, recently returned from vacationing in Atlantic City, is relieving Jimmy Gavin, manager, Clarks Summit, Pa., on vacation.

West Grove

The Roslyn, reported closing, is remaining open for the summer.

Wilkes-Barre

Lloyd Hause, district manager, was a surgical patient at the Geisinger Hospital, Danville, Pa. In Hause's absence, Sam Friedman takes over the territory.

Virginia

Richmond

The American premiere of 20th-Fox's picturization of C. S. Forester's "Sailor Of The King" was held at the Byrd as a benefit performance, with proceeds going to the Sheltering Arms Hospital. Plans formulated by the company and representatives of Neighborhood Theatre, Inc., called for a series of publicity and exploitation events several days in advance of the premiere. Newspapers called wide attention to the film, produced by Frank McCarthy, a native son, with merchants displaying window and counter cards announcing the opening. Additional and widespread interest for the picture was generated by the membership of the hospital. Prominent citizens from Richmond and other parts of Virginia as well as military and government dignitaries from Washington were invited to attend. Also on hand were McCarthy and Jeffrey Hunter, starring in the film.

Frank McCarthy and Jeffrey Hunter, producer and star, respectively, of 20th-Fox's "Sailor Of The King," embarked on a six-city tour through Virginia publicizing the screen adaptation of the C. S. Forester novel. The Hollywood personalities, guests of honor with General of the Army George C. Marshall at the American premiere here, launched the junket in Williamsburg. Lynchburg followed along with Roanoke, Lexington, Charlottesville, Harrisonburg, and Winchester. Returning to Washington, McCarthy and Hunter emplaned for Hollywood.

Variety Club

Tent 13, Philadelphia

The second group of Variety Club campers left for the tent's camp for handicapped children on Aug. 1.

"A Perilous Journey" was shown through the courtesy of Republic.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like NOVELTOONS, PACEMAKERS, POPEYE CARTOONS, POPEYE CHAMPIONS, RKO, EDGAR KENNEDY REISSUES, GIL LAMB COMEDIES, LEON ERROL REISSUES, MUSICAL REVIEWS, NEWLYWED COMEDIES, PEOPLE AND PLACES, SPECIALS, SPORT SPECIALS, TECHNICAL SPECIALS, TRUE-LIFE ADVENTURES, and SCREENLINERS.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like SPORTSCOPE5, WALT DISNEY CARTOONS, ADVENTURES IN MUSIC CARTOONS, Republic Three Reels SPECIALS, SERIALS, THIS WORLD OF OURS, 20th Century-Fox ART FILMS, LEW LEHR RE-RELEASES, SEE IT HAPPEN, and SPORTS.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like (Reissues), TERRYTOONS, (Re-releases), and various individual titles.

Pictures in order of release, with principal players, are placed in the month of this page. This chart is kept as up-to-date as possible on information made available by the home office. rfile. Holidays and special events will be found at the bottom of this page. Series westerns are indicated by a W following the

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JULY The Maze R. Carlson, V. Hurst, K. Emery (3-D) Northern Patrol K. Grant, Chinoak	JULY Let's Do It Again J. Wyman, R. Milland, A. Ray (Technicolor) The Last Posse B. Crawford, W. Hendrix, J. Derek Flame Of Calcutta D. Darcel, P. Knowles (Technicolor) Pack Train G. Autry, S. Burnette, G. Davis	JULY The Great Jesse James Raid W. Parker, B. Payton, T. Neal, W. Ford (AnascoColor)	JULY Dangerous When Wet E. Williams, F. Lamas, J. Carson (Technicolor) Main Street To Broadway T. Bankhead, O. de Havilland, H. Fonda Lili L. Caron, M. Ferrer (Technicolor) Ride, Vaquero R. Taylor, A. Gardner, H. Keel (AnascoColor)	JULY Stalag 17 W. Holden, D. Taylor, O. Preminger Houdini T. Curtis, J. Leigh, T. Thatcher (Technicolor)	JULY Second Chance L. Darnell, R. Mitchum, J. Palance (Technicolor) (3-D) Devil's Canyon D. Robertson, V. Mayo, A. Hunnicutt (Technicolor) (3-D) Tarzan And The She Devil L. Barker, J. Mackenzie, The Sea Around Us Documentary (Technicolor)	JULY Sweethearts On Parade R. Middleton, L. Norman, E. Christy (Trucolor)	JULY White Witch Doctor S. Hayward R. Mitchum, W. Slezak (Technicolor) The Glory Brigade V. Mature, A. Moore, G. Mitchell The Farmer Takes A Wife B. Grable, D. Robertson, T. Ritter (Technicolor) The Kid From Left Field D. Dailey, A. Bancroft Kiss Of Death Road House (Reissues)	JULY Return To Paradise G. Cooper (Technicolor) (Aspen) Vice Squad E. G. Robinson P. Goddard (Lesser) Gun Belt G. Montgomery, (Technicolor) (Global) Fort Algiers Y. DeCarlo (Ermoloeff) The Moon Is Blue W. Holden, D. Niven (Preminger-Herbert) My Heart S. Field, G. Gynt (Technicolor) (Ruggles)	JULY Francis Covers The Big Town D. O'Connor, N. Guild All I Desire B. Stanwyck, L. Nelson, R. Carlson The Great Sioux Uprising J. Chandler, L. Bettger, F. Domergue (Technicolor)	JULY The Charge At Feather River G. Madison, F. Lovejoy, V. Miles (WarnerColor) (3-D)
AUGUST Topeka B. Elliott, P. Coates Clipped Wings Bowery Boys Mexican Manhunt G. Brent, K. Sharpe Affair In Monte Carlo R. Todd, M. Oberon, L. Genn (Technicolor) (English-made)	AUGUST The Stranger Wore A Gun R. Scott, C. Trevor (Technicolor) (3-D) Mission Over Korea J. Hodiak, J. Derek Valley Of The Headhunters J. Weissmuller, C. Larson The 5,000 Fingers Of Dr. T. P. L. Hayes, M. Healy, T. Rettig (Technicolor) Cruisin' Down The River D. Haymes, C. Russell, (Technicolor)	AUGUST Eyes Of The Jungle J. Hall, A. Lewis The Band Wagon F. Astaire, C. Charisse, N. Fabray J. Buchanan (Technicolor) The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick Big Leaguer E. G. Robinson, V. Ellen, J. Richards Latin Lovers L. Turner, R. Montalban, J. Lund (Technicolor)	AUGUST The Sword And The Rose R. Todd, G. Johns, M. Gough (Technicolor) (Made in England) (Disney) Arrowhead C. Heston, M. Sinclair, J. Palance (Technicolor) Shane A. Ladd, J. Arthur, V. Heflin (Technicolor) The Caddy D. Martin, J. Lewis, D. Reed	AUGUST Champ For A Day A. Nicol, C. Winninger, A. Tatter Bandits Of The West, W. R. Lane, E. Waller, C. Downs Down Laredo R. Allen, S. Pickens, D. Drake	AUGUST Inferno R. Ryan, W. Lundigan, R. Fleming (Technicolor) (3-D) Gentlemen Prefer Blondes M. Monroe, J. Russell, C. Coburn (Technicolor) Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England) Dangerous Crossing J. Crain, M. Rennie	AUGUST Melba P. Munsell, R. Morley (Technicolor) (Made in Europe) I, The Jury B. Elliott, (3-D) (Saville) The Gay Adventure B. Meredith, (Made in Europe) (Renown) Captain Scarlett R. Green, L. Amar (Technicolor) (Craftsman) War Paint R. Stack, (Pathe Color) (K-8)	AUGUST Thunder Bay J. Stewart, J. Dru, G. Roland (Technicolor) Abbott and Costello Meet Dr. Jekyll and Mr. Hyde B. Abbott, L. Costello, B. Karloff, H. Westcott The Man From The Alamo G. Ford, J. Adams, C. Willis (Technicolor) The Cruel Sea J. Hawkins, D. Sinden, V. McKenna (English-made) (Rank)	AUGUST The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technicolor) (Made in England) Plunder Of The Sun G. Ford, D. Lynn, P. Medina So This Is Love K. Grayson, W. Abel, M. Griffin (Technicolor)	AUGUST Veils Of Bagdad V. Mature, M. Blanchard, G. Rolfe (Technicolor) East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technicolor) The All-American T. Curtis, L. Nelson, R. Long	SEPT. Island In The Sky J. Wayne, L. Nolan, P. Winger The Diamond Queen F. Lamas, A. Dahl, A. Roland (SuperCinecolor) The Beggar's Opera L. Oliver, S. Holloway, M. Grahame (English-made) (Technicolor) (Special Engagements)
SEPT. Slade M. Stevens, D. Malone The Fighting Marshal W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color)	SEPT. From Here To Eternity M. Cliff, B. Lancaster, D. Kerr, F. Sinatra, D. Reed Sky Commando D. Duryea, F. Clifford, T. Connors Saginaw Trail, W G. Autry, S. Burnette, C. Marshall The Untamed Breed S. Tufis, B. Britton, G. Hayes (Reissue)	SEPT. Sins Of Jezebel P. Goddard, G. Nader (AnascoColor) Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright	SEPT. Half A Hero R. Skelton, J. Hagen, P. Bergen Romcn Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed	SEPT. She Had To Say Yes J. Simmons, R. Mitchum, Jungle Fury A. Sheridan, G. Ford, (Color) Son Of Sinbad D. Robertson, S. Forrest, (Technicolor) (3-D) Without Reservations C. Colbert, J. Wayne, (Reissue) Stage Door K. Hepburn, (Reissue)	SEPT. Sea Of Lost Ships J. Derek, W. Hendrix, R. Jaeckel City Of Bad Men J. Crain, D. Robertson, (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow Blueprint For Murder J. Cotten, J. Peters, Broken Arrow (Technicolor) I Was A Male War Bride C. Grant, (Reissue)	SEPT. City Of Bad Men J. Crain, D. Robertson, (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow Blueprint For Murder J. Cotten, J. Peters, Broken Arrow (Technicolor) I Was A Male War Bride C. Grant, (Reissue)	SEPT. City Of Bad Men J. Crain, D. Robertson, (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow Blueprint For Murder J. Cotten, J. Peters, Broken Arrow (Technicolor) I Was A Male War Bride C. Grant, (Reissue)	SEPT. City Of Bad Men J. Crain, D. Robertson, (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow Blueprint For Murder J. Cotten, J. Peters, Broken Arrow (Technicolor) I Was A Male War Bride C. Grant, (Reissue)	SEPT. City Of Bad Men J. Crain, D. Robertson, (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow Blueprint For Murder J. Cotten, J. Peters, Broken Arrow (Technicolor) I Was A Male War Bride C. Grant, (Reissue)	SEPT. City Of Bad Men J. Crain, D. Robertson, (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow Blueprint For Murder J. Cotten, J. Peters, Broken Arrow (Technicolor) I Was A Male War Bride C. Grant, (Reissue)

REALART

July—Caravan—S. Granger, A. Crawford (English-made)
 August—Glory At Sea—T. Howard, J. Rice, S. Tufis (English-made)
 Hungry Hill—M. Lockwood, D. Price (English-made)
 (Reissue)

The *Case* of the



**VANISHING
DOLLAR!**

You don't have to be a Sherlock Holmes to discover what's happening to your vanishing dollar!

You'll get a clue from the Bureau of Labor Statistics report showing an increase of 90.8% in your *cost of living*, from 1939 to 1952 . . . with FOOD, RENT, FUEL, HOUSE FURNISHINGS and APPAREL leading the chase . . . and *another* clue in the Exhibitors Digest findings that the cost of Theatre Equipment and Supplies has risen an average of 98.9% since 1940.

You'd *really* need a magnifying glass . . . to discover the *negligible* increase, IF ANY . . . you've received from NSS during these same years of "disappearing dollars" . . . and *that's* the case in point.

Compare *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

EXHIBITOR



THE CROWDS ARE CHEERING "THE KID FROM LEFT FIELD"

This great exploitation picture is getting big-league grosses in Detroit, Cleveland, Pittsburgh, Indianapolis . . . everywhere in its first engagements!



20th Century-Fox presents **THE Kid FROM Left Field**

starring **DAN DAILEY · ANNE BANCROFT**

Produced by **LEONARD GOLDSTEIN** · Directed by **HARMON JONES** · Written by **JACK SHER**



Volume 50 Number 15
Two Sections: Section One

AUGUST 12, 1953

CLASSIFIED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

featuring **THE SERWISECTION**



GIVE THIS LITTLE GIRL A GREAT BIG HAND!

Says M. A. Lightman, Pres. of Malco Theatres, Memphis, Tenn.:

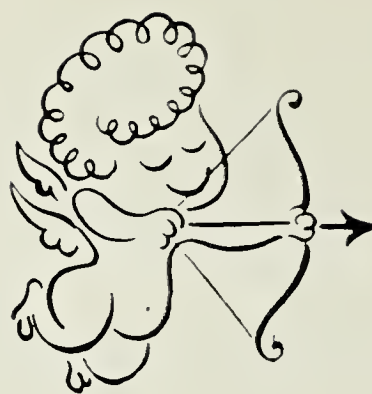
"Even though my competitor will have the privilege of showing 'Lili' I want to tell the world how wonderful it is. It will bring joy and happiness to all. It is my pride to be identified with an industry that can give the public such a beautiful, tender glorious picture."

Says Fred J. Schwartz, Pres. of Century Circuit, Inc., N. Y.

"It may be months before we get 'Lili,' owing to its continued long run on Broadway. We will give it a big promotion campaign because from the experience of other theatres it pays off. This industry needs pictures with such wonderful qualities. It is a credit to our business and I urge every fellow showman to book it and promote it."

LONG-RUN "LILI"!

- 22nd Week in New York
- 11th Week in Kansas City and Portland
- 8th Week in Chicago
- 6th Week in Buffalo
- 5th Week in Houston and Cincinnati
- 4th Week in Seattle, Oakland
- 15 Weeks in Los Angeles
- 7 Weeks in Philadelphia
- 5 Weeks in Washington, D. C.
- 4 Weeks in Boston, Frisco



12 TIPS TO MAKE "LILI" A DILLY!

1. Tie-in with a favorite local enterprise, Boys' club, local charity or other popular movement to sponsor a showing the night before regular opening. Local newspaper or prominent radio or TV personality is helpful to hypo the tie-up. This creates long-range publicity.
2. The caricature ads (similar to drawings on this spread) have proved successful. They are available in supplement to pressbook. Start teaser ads at least ten days in advance.
3. Follow same designs on house front displays as on ads.
4. The trailer is a great selling medium. Run it two weeks in advance.
5. Try to "circus up" theatre opening night, if possible with small portable carousel or other rides. Balloons imprinted with "LILI" are available for use in quantity in lobby, tied to marquee, etc. See pressbook.
6. Do an advance "teaser" posting campaign. One-sheets, black and white, with copy: "'LILI' is coming to (imprint theatre name)" or "Keep your eye on 'LILI'" — are very effective. They are available at National Screen Service.
7. TV has proven most effective in selling "LILI". It lends itself to this medium; copy should be simple, heart-warming type. TV slide is available. Where there is no TV, radio will do as well.
8. Very effective photographic blow-ups of Leslie Caron as "LILI" are available in various sizes. Use them for window displays, in theatre lobby, etc. See pressbook.
9. Get the younger folks interested by planting the coloring contest as illustrated in the pressbook.
10. Go after your music shops and disc jockeys with the catchy tune, "Hi-Lili-Hi-Lo". Available on M-G-M records.
11. Take advantage of the many tie-up stills illustrated in pressbook. Also for lobby display, 11 x 14 full-color scene stills available through National Screen Service.
12. Give "LILI" the send-off it merits. As the manager, put your personal guarantee on this attraction. You won't go wrong and your patrons will thank you for urging them to see it.



M-G-M presents in Color by Technicolor "LILI" starring Leslie Caron • Mel Ferrer • Jean Pierre Aumont • with Zsa Zsa Gabor • Kurt Kasznar • Screen Play by Helen Deutsch • Based On a Story by Paul Gallico • Directed by Charles Walters • Produced by Edwin H. Knopf



A POP BOTTLE shortage was averted when some bottlers made a tieup with a theatre whereby children bringing in six empty bottles were admitted free to a special matinee. The stunt was so successful that it will be repeated. The bottlers got back their empties, the theatre was paid by the bottlers, and the children got a free show.



A MAN who had to get to the phone in a hurry, asked a theatreman for the privilege, and was allowed to enter the theatre to use it. Amazed at such trust on the part of the manager, the man was told that the house was playing a 3-D film, that he couldn't have enjoyed the show without the glasses, and he couldn't have gotten the glasses without paying.



A WEST COAST theatre found itself with a five-year-old whose mother had left it in the theatre while she went elsewhere. When the mother didn't return, the child got restless, and the theatre's employees then bought popcorn and ice cream cones, to the extent of 60 cents, to keep it happy. Eventually, the manager decided to call the police, who arrived at the same time as the mother, who didn't seem phased by the incident. The child's ticket cost 25 cents, and the time it was in the theatre was eight hours, which marked a cheap baby sitting rate.

H. M. M.

I N D E X

VOL. 50, No. 15 AUGUST 12, 1953

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THE COVER PHOTO

Frank Lindkamp, center, manager, RKO Palace, Rochester, N. Y., meets 20th-Fox stars Merry Anders, left, and Charlotte Austin, right, in to publicize "The Farmer Takes a Wife," Technicolor musical, on their New York State tour.

EXHIBITOR

VOL. 50, No. 15



AUGUST 12, 1953

What's Keeping Theatres Empty?

THIS DEPARTMENT has kept plugging away at the root of the evil, poor titles.

WE WONDER if any producers would ask themselves or members of their families if, for example, they would like to go to the theatre to see some of the following pictures, keeping in mind the admission that would have to be paid.

BEFORE LISTING, let us state emphatically, all companies are guilty more or less. Here are some samples:

The Kid From Left Field	The Affairs Of	Babes In Bagdad
Dangerous Crossing	Dobie Gillis	Fort Bravo
Cruisin' Down The River	Easy To Love	Alaska Seas
My Heart Goes Crazy	Half A Hero	Gypsy Colt
Second Chance	Fast Company	Laughing Ann
She Had To Say Yes	Arena	Blowing Wild
Remains To Be Seen	Confidentially Connie	All I Desire
House In The Sea	The Big Frame	Take Me To Town
El Alamein	No Time For Flowers	Dial M For Murder
Run For The Money	Blood On The Moon	Stop, You're Killing Me
Steel Lady	Kiss Of Death	So This Is Love
Naked Jungle	Man On A Tightrope	The 49th Man
Rhapsody	A Blueprint For Murder	The Proud One
Marry Me Again	A Slight Case Of Murder	Take The High Ground
The Glass Web	Space Ways	Ride, Vaquero
Guerrilla Girl	The Big Rainbow	Scandal At Scourie
I Believe In You	Count The Hours	Crest Of The Wave
His Majesty O'Keefe	Decameron Nights	Sangaree
It Happens Every	Marry Me Again	Tropic Zone
Thursday	No Escape	Split Second
Plunder Of The Sun	Scalpel	Treasure Of The
5 Angles On Murder	Bait	Golden Condor
		Clementine

JUST IMAGINE, if you can, the thrill of expectancy the prospective ticket purchaser receives when he sees these titles on the

(Continued on page 11)

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing offices 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonamaker and Mel Konecny, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Midwest, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



STARS IN FOR 20TH-FOX'S "THE FARMER TAKES A WIFE," PARTICIPATE IN FLAG DAY CEREMONIES LED BY MANAGER WIENER, OSWEGO, OSWEGO, N. Y.

In The Small Towns, Too, Starlets Are Appreciated

20th-Fox, For "The Farmer Takes A Wife", Pushed The Hinterlands Angle In New York State



Merry Anders and Charlotte Austin, in Syracuse, N. Y., on behalf of the film, chat with Kay Russell, WSYR-TV, on her television show.

ONE of the most successful features of the recent "Movietime" tours was the manner in which the smaller towns took the stars and starlets to their bosoms. Although in every case it wasn't possible to schedule a big star for a visit to the hinterlands, because the personages who did appear did a good job of it, the smaller situations were pleased, and the results were excellent.

Something similar from the small town angle occurred when 20th-Fox scheduled a tour in connection with its current Technicolor musical, "The Farmer Takes A Wife."

The film is played against a story background of the 25th anniversary of the opening of the Erie Canal so 20th-Fox sent Casey Adams, Merry Anders, and Charlotte Austin on a 16-city junket of that colorful area in upper New York State.

The arrival of the players in each city

coincided with the debut of the picture or preceded it by several days, and plenty of newspaper, radio, and TV publicity was garnered for the openings, carried off with appropriate civic activities. The three stars met the press, were feted at exhibitor gatherings, participated in patriotic ceremonies on Flag Day, and made appearances in stores, schools, and wherever else they could ballyhoo the film.

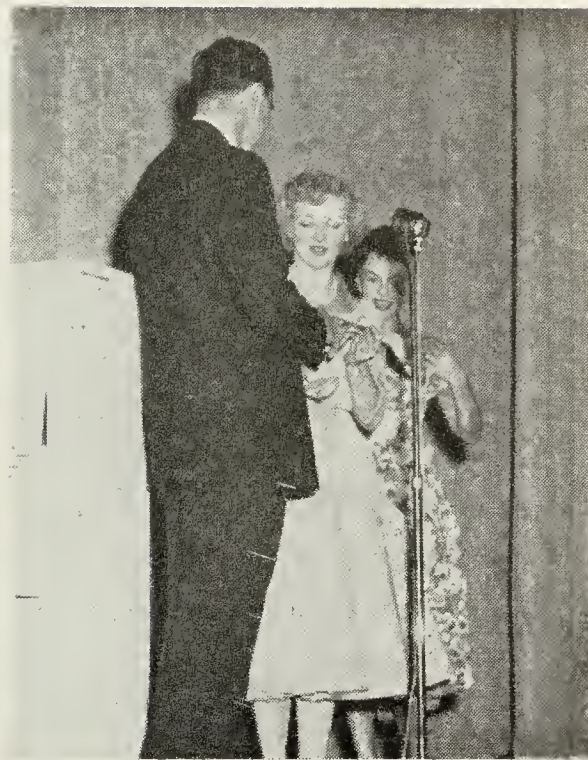
Starting in Gloversville, where the picture opened at the Glove, the talented trio visited the Tryon, Amsterdam; Olympic, Watertown; Rialto, Glens Falls; Capitol, Ilion; Liberty, Herkimer; Olympic, Utica; State, Cortland; Paramount, Syracuse; RKO Palace, Rochester; Geneva, Geneva; Auburn, Auburn; Center, Buffalo; Oswego, Oswego, and Lockport, Lockport. Many of the situations are in the Schine Circuit, and the Schine boys, led by Seymour Morris, advertising and publicity chief, went to town.



The stars are honored at a dinner at the Glens Falls Country Club sponsored by the Rotary Club during their visit to the Rialto, Glens Falls, N. Y., to publicize "The Farmer Takes a Wife."



Joe Dane, WHEE disc jockey, interviews Miss Anders, who appeared during their successful tour at the RKO Palace, Rochester, N. Y., and made numerous radio and television appearances.



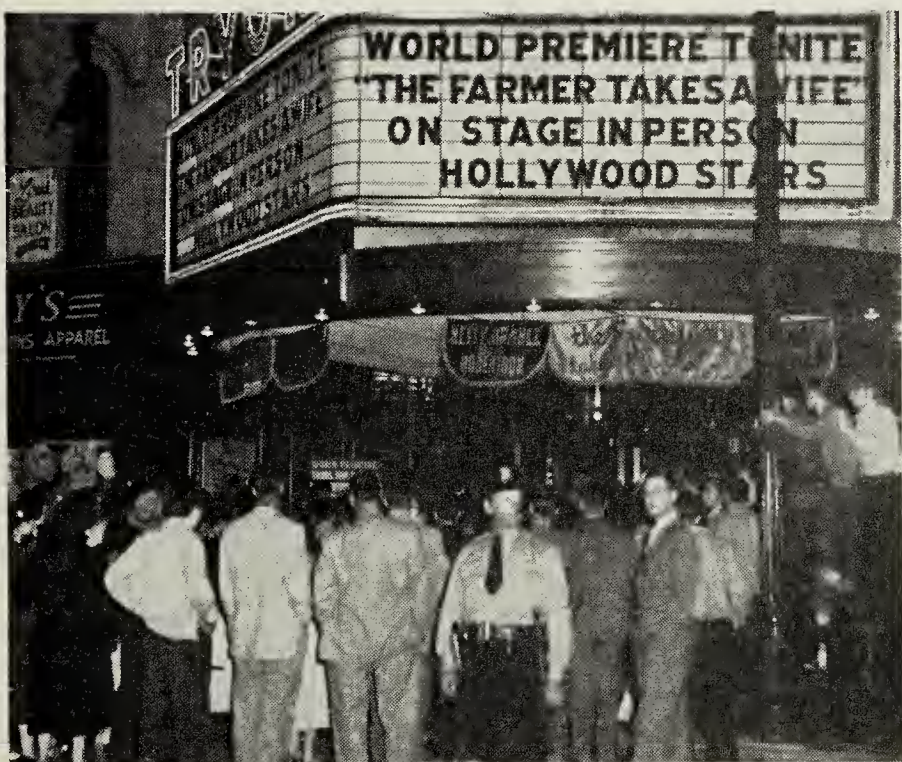
Miss Anders and Miss Austin are presented with the keys to the city during their appearance at the Liberty, Herkimer, N. Y., in connection with the publicity campaign for the 20th-Fox musical.



This cow milking contest display in the lobby of the Auburn, Auburn, N. Y., was part of a tieup with the 4-H Club for the opening of the film.



Seen, left to right, at the Rialto, Little Falls, N. Y., are manager Nicholas J. Kauffman, Miss Anders, Casey Adams, Miss Austin, and Mayor W. Topper.



Crowds outside the Tryon, Amsterdam, N. Y., gather to wait for the appearance of the stars in to plug the opening of "The Farmer Takes a Wife."



Seen at the Geneva, Geneva, N. Y., are assistant Robert Nenno, Police J. McDonough, Miss Anders, Adams, Miss Austin, and Mayor E. R. Rogers.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Corporate

Stanley Warner and Cinerama are set on their deal, with only the court's blessing needed (page 11).

Distribution

Atlas Pictures makes its bow (page 6).

Republic announces the winners in its "Bonus Drive" (page 7).

MGM plans a "See For Yourself" meeting of its sales force on the coast (page 7).

Moe Kerman reveals his Favorite distribution exchanges (page 18).

Exhibition

A new kind of drive-in makes its bow in Missouri (page 17).

Theatres are urged to send in reports of their Korean drive collections (page 11).

Financial

RKO Theatres' profit shows a jump (page 7).

International

"The Moon Is Blue" hasn't had any trouble in Canada (page 10).

A deal has been completed by American distributors with Israel (page 10).

Legislative

National Allied's Abram Myers and the Senate Small Business Committee get into a hassle over the latter's report (page 14).

Although disappointed by President Eisenhower's veto, the industry will continue its fight to eliminate the 20 per cent admissions tax (page 7).

Mel Konecuff

The opening of Columbia's "From Here To Eternity" on Broadway, some remarks by TOA President Alfred Starr, and other items are covered (pages 6 and 18).

Production

Republic clarifies its wide-screen policy (page 17).

Technical

Altec announces a realignment of its manpower to take care of all demands (page 16).



Robert W. Selig, executive assistant to the president, Fox Inter-Mountain Theatres, was recently reelected president, board of trustees, University of Denver, for the sixth consecutive term.

"Eternity" Tops Everything On B'way

NEW YORK—The Capitol led all of the Broadway first-runs last weekend, and established a new, all time house record with Columbia's "From Here To Eternity", but some of the other big houses were not far behind.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE MASTER OF BALLANTRAE" (WB). Paramount, with stage show, claimed opening week would top \$70,000.

"GENTLEMEN PREFER BLONDES" (20th-Fox). Roxy, with ice show, expected the fourth week to hit \$102,000, with \$77,000 taken in from Wednesday through Sunday.

"THE BAND WAGON" (MGM). Radio City Music Hall, with stage show, garnered \$91,000 for Thursday through Sunday, with the fifth week to tally \$150,000.

"SECOND CHANCE" (RKO). Criterion anticipated the third week of this 3-D film at \$16,000.

"DREAM WIFE" (MGM). Rivoli was heading toward a \$19,000 second week.

"HOUDINI" (Para.). Holiday expected the sixth week to reach \$10,000.

"SEA DEVILS" (RKO). Globe reported \$7,000 for the last five days of the second week.

"SCARED STIFF" (Para.). Mayfair claimed \$14,500 for the sixth week.

"STALAG 17" (Para.). Astor was sure to tally \$30,000 on the sixth week.

"THE STRANGER WORE A GUN" (Col.). Loew's State claimed this 3-D attraction would reach \$14,000 on the second week.

"THE MOON IS BLUE" (UA). Victoria announced that the fifth week was sure to take in \$22,000.

"FROM HERE TO ETERNITY" (Col.). Capitol led all Broadway, and broke its own house record with the opening week announced as sure to top \$165,000.

Atlas Pictures Bows In

HOLLYWOOD—Atlas Pictures Company has been formed here by Harry Thomas and N. P. "Red" Jacobs, veteran distribution executives, it was announced last week. Thomas will be president, Jacobs, secretary-treasurer, and Sam Nathanson, vice-president. A meeting of regional distributors will be held in Kansas City on Aug. 20.

The new company's first release nationally will be "Man Of Conflict," produced and directed by Hal R. Makelin.

New York News Letter

— By Mel Konecuff —

THE OTHER DAY, a Columbia press agent called, and asked, "How would you like to have breakfast with Donna Reed?"

Replying as would any other clean-living, red-blooded American lad, we said, "Of course. Where? The Automat, Club 21, or her hotel room?"



KONECOFF

Said friend press agent: "Why not meet in the Gold Room of the Sherry Netherlands?"

"Fine," said we.

"Oh, by the way," said he, "there'll be a few other people there

like Buddy Adler, producer of 'From Here To Eternity', which we are plugging at the moment, a number of radio disc jockeys and their guests who have won contests, and an assorted number of press agents, etc."

Thus committed, we awoke at the crack of dawn, braved the height of the rush hour just to keep expenses down and naturally to meet Miss Reed, a charming and attractive young lady, who has been extremely cooperative in pushing the film, and who has had a great time. She thinks all the femme radio commentators are just "too sweet," but she is glad that her stint is over, and she would like to get home to her family, that is unless Al Rylander, Columbia exploitation chief, goes through with his threat of shipping her to Philadelphia for more p.a.'s, which, in turn, may cause her to follow through with her threat to leap out the nearest window.

Breakfast over, we were assigned to a convoy of open cars which were to parade from the hotel to the Capitol, scene of the premiere of the film. The car was plastered with signs stating that Don Russell, whoever he is, was riding therein, so we waved at the curious who lined the streets as the absent Russell might have done.

A goodly crowd awaited us at the theatre, considerably enthused by a fife and drum corps of youngsters (promoted probably on the cuff), and which kept the curious coming by the hundreds. A long line was waiting for the boxoffice to open, which it did as soon as Miss Reed took her place in the lobby pen-in-hand to autograph fotos for her fans.

JOTTINGS: Joe Vogel arrived on the scene, and noted to Gene Picker and Oscar Doob that all that was needed to bring out the public was a good picture, and this was it. . . . A special checker in the lobby noted that there were five

(Continued on page 18)

Disappointed Industry Will Battle On

MGM Plans Showings At Coast Convention

HOLLYWOOD—MGM's domestic and international sales executives from all over the world will be invited to the studio in September, it was announced last week by Dore Schary, studio head, following conferences during the past week with Loew's, Inc., and MGM executives.

Enthusiasm for the 10 important pictures screened for the executives and scheduled for fall and winter release, it was stated by Charles Reagan, domestic distribution chief, and Arthur M. Loew, vice-president, Loew's International, resulted in the decision to arrange a series of "See For Yourself" showings at a sales meeting to be held in California. Following these showings, special "See For Yourself" trade previews in approximately 100 cities will be set for exhibitors.

Nicholas M. Schenck, president, Loew's, Inc.; Charles Moskowitz, treasurer; Reagan, veteran general sales manager, and Howard Dietz, vice-president in charge of advertising and publicity, represented the home office in the meetings with Schary and members of the studio executive board.

Among the important pictures screened at the studio or at sneak theatre previews and which will be shown to members of the MGM sales organization are "Mogambo," "Take the High Ground!," "Kiss Me Kate," "The Long, Long Trailer," "Torch Song," "Easy to Love," "Fort Bravo," "All the Brothers Were Valiant," "Saudia," and "Rhapsody."

"Kiss Me Kate" is the first musical to be produced in 3-D, and "Fort Bravo" the initial production filmed in MGM's own wide screen process. In addition, the sales heads will see sequences in CinemaScope from "Knights of the Round Table" and "Rose Marie." All of the pictures are in Technicolor, Ansco, or Eastman color.

Republic Winners Revealed

NEW YORK—Winners in Republic's 1953 "Bonus Drive" were announced last week by C. Bruce Newbery, director of sales, with Los Angeles, Detroit, and New Haven sharing a total of \$25,000 in the six-month drive from Jan. 1 to June 30. Awards were based on the highest percentages of increase in collections over a similar period last year.

First prize went to Los Angeles, in the Pacific Coast division headed by sales manager Francis Bateman, with branch manager Jack Dowd, salesmen Roy Bassett and Fred Weimar, and bookers Wendell Overturf and Hal Gallatin sharing top honors. Second prize went to Detroit, in the New England division headed by sales manager John Curtin, shared by branch manager Sam Seplowin, salesmen William Clark and Bert Tighe, and bookers Matthew G. Holmes and Margaret Studebaker. New Haven, also in Curtin's division, won the third prize, with New Haven branch manager Jules Livingston and booker George Somma sharing the award.

COMPO Leaders Will Meet In New York To Continue Fight For Eventual Elimination of 20 Per Cent Tax

WASHINGTON—The industry, although disappointed over the President's action in allowing the Mason Bill to die on his desk, thus depriving theatremen of needed tax relief at least until the next session of Congress, served notice through COMPO last week that it will continue the battle with renewed vigor.

The President's statement indicated that he realized the need for tax relief, but the industry said that it will not be idle until the President reviews the entire excise tax picture as promised in January, 1954.

Colonel H. A. Cole, Pat McGee, Sam Pinanski, Trueman Rembusch, and Robert W. Coyne, leaders of the fight for repeal, will meet soon in New York with Al Lichtman, one of the triumverate heading COMPO, to map out plans for continuation of the fight.

Cole, McGee, and Coyne stated their disappointment, but were loud in their praises of everyone connected with the uphill battle that came so remarkably near complete success. They commended exhibitors, state, and Congressional committees and the Congress, who passed the bill and earned "the lasting gratitude" of the industry.

Pinanski and Rembusch, speaking for COMPO's governing triumverate, asked theatremen to "take courage." They urged exhibitors to make every effort to stay in business, and pledged themselves to still greater efforts aimed at tax repeal. "Although we have lost this battle," the statement said, "the war against discrimination has just begun. This has been an amazing demonstration that we can win and we will win."

Coyne expressed regret "that the persuasion that moved both houses of Congress and won favorable action by the toughest Congressional committees failed to move the Secretary of the Treasury." He, too, thanked all supporters of the Mason Bill, in or out of the industry.

McGee expressed pride at being associated with the effort. He said, "We should hold no bitterness. We have the satisfaction of knowing that we, and by we I mean every industryite who pitched in—and that is almost across the board, fought the good fight."

Joining the forces urging the President to sign the Mason Bill was James C. Petrillo, president, American Federation of Musicians. He said passage of the bill would be a "foot in the door" toward others in the amusement field obtaining similar relief.

Petrillo also said that removal of the tax would find the studios in a more receptive mood when it came to discussing a new agreement concerning the employment of musicians.

Regardless of the outcome of the struggle to free the industry from the tax, COMPO again urged theatremen to show

RKO Theatres Profit Jumps In Quarter

NEW YORK—Consolidated net profit of RKO Theatres Corporation and subsidiary companies for the second quarter of 1953 was last week revealed as \$92,240.54, after taxes and all other charges, including profit of \$5,569.59 on sale of capital assets, before taxes.

This compares with consolidated net profit for the second quarter of 1952 of \$36,935.60, after taxes and all other charges, including profit of \$9,253.99 on sale of capital assets, before taxes.

Consolidated net profit for the first six months of 1953 was \$417,602.32, after taxes and all other charges, including profit of \$19,323.45 on sale of capital assets, before taxes, compared with consolidated net profit for the first six months of 1952 of \$174,802.99, after taxes and all other charges, including profit of \$16,518.55 on sale of capital assets, before taxes.

their appreciation for the quick Congressional action which led to the passage of the Mason Bill by both houses by writing letters of thanks to Senators and Representatives who led the fight.

Leadership of the Congressional drive was in the hands of seven men, Senators William F. Knowland, California; and Eugene D. Milliken, Colorado, both Republicans, and Representatives Joseph W. Martin, Massachusetts; Noah M. Mason, Illinois; Charles A. Halleck, Indiana; Daniel A. Reed, New York, and Leo E. Allen, Illinois, all Republicans.

In addition, personal letters of thanks should also be sent to Senators and Representatives from individual districts who voted for the bill.

The National Association of Amusement Parks, Pools, and Beaches had urged President Eisenhower to sign the bill.

J. V. Blevins, president, Blevins Popcorn Company, Nashville, Tenn., also appealed to the President to sign the bill.

The announcement by the President came not long after a delegation of industryites had ended a visit to the Treasury. Headed by MPAA President Eric Johnston, they were told by Treasury Secretary George Humphrey that he had recommended a veto to the President, and wouldn't change his mind. Also in on the conference were Marion Folsom, Undersecretary of the Treasury, an Eastman Kodak official before his appointment.

The meeting, which lasted about an hour and a half, saw Coyne, Nicholas M. Schenck, Barney Balaban, Spyros P. Skouras, Theodore Black, Jack Cohn, Milton Rackmil, and Ed Morey speaking, along with COMPO's Pinanski, Rembusch, Colonel Cole, and Albert Sindlinger, and Sol Schwartz, Si Fabian, and Leonard Goldenson.

However, despite the long discussion, it was evident that the decision had been made, and nothing would change it.

(The text of the President's message will be found on page 17.—Editor.)

THE GREAT SOUTH PACIFIC

WITH THE MARK OF **GREATNESS**
ALL OVER IT!

GREAT STAR Gary Cooper — 1952 Academy Award Winner —
and "one of the top ten money-making stars of '52" — *Fame*

GREAT WRITER Pulitzer Prize winner James A. Michener of
"South Pacific" fame!

GREAT DIRECTOR Mark Robson, that "Champion" man,
has another winner!

GREAT MUSIC The title song, composed by the Academy Award winning
"High Noon" team, Dimitri Tiomkin and Ned Washington,
has already hit the Hit Parade!

GREAT PRODUCTION All the exotic beauty of a South Sea Island,
where it was filmed in spectacular Technicolor!

and backed by a great national advertising campaign — full pages in Life, Look, This Week, Pictorial Review, Redbook, Parents



ADVENTURE

and **GREAT** is the
news from Chicago!
World Premiere
State-Lake Theatre—
Greatest opening
in '53 — and still
going great!

Gary
COOPER



Man to Paradise

with **BARRY JONES · ROBERTA HAYNES · JOHN HUDSON · MARK ROBSON · THERON WARTH**

Screenplay by **CHARLES KAUFMAN** • Based upon the book by **JAMES A. MICHENER** • Director of Photography, **WINTON C. HOCH, A.S.C.**

Music composed and conducted by **PHILIP TONKIN** • **ASPEN PICTURE**

a **GREAT**
BIG ONE
thru

UA

The International Scene

Canada

"Blue" Not Banned In Canadian Provinces

TORONTO—UA's "The Moon Is Blue" has had a comparatively easy time in Canada when it comes to censorship, it was evident last week. In six provinces, it has passed completely, in one it is being appealed, and in another the matter is still under discussion. Nowhere have there been cuts.

In Ontario, the Ontario Censor Board passed the picture, but put it in the "Adult" classification, meaning that children 14 and under should not be admitted. However, the Motion Picture Theatres Association of Ontario stuck another tag on the picture, that of refusing admittance to children 18 years and under.

British Columbia put an "Adult" classification tag; Alberta prohibited children under 16 from seeing the picture, and restricted its showings to four cities of the province; Saskatchewan and Manitoba both put on "Adult" tags; a "not suitable for children" tag was sniped on in Nova Scotia; an appeal is being brought in New Brunswick, and the matter is still under debate in Quebec.

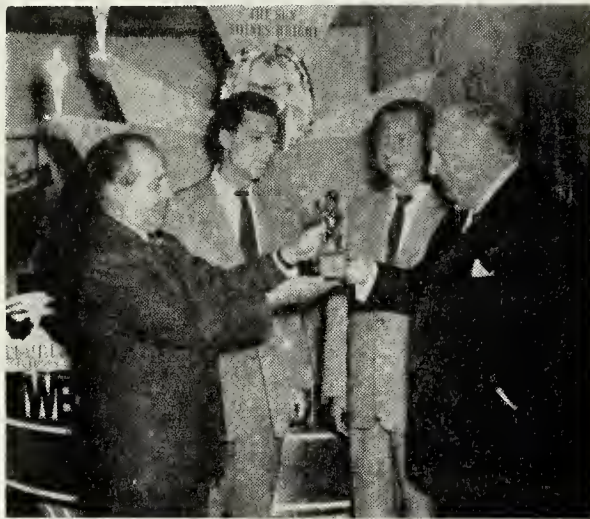
The picture has opened in one situation only, at the Uptown, Calgary, Alta.

Canadian Comment

Growth and importance of the non-theatrical production field is indicated by a survey completed of the field by the Dominion Bureau of Statistics. Most of the films are sponsored, paid for by an advertiser or government agency, and have a message to sell. In 1952, some \$1,331,393 was spent by 31 private producers who made 15 theatrical shorts and 205 non-theatrical subjects five minutes or longer. These figures do not apply to the three features produced in 1952. Sponsors outside Canada were responsible for the production of 16 films in the country. During the year, government agencies produced 102 non-theatrical films of five minutes or longer, also five theatre trailers, 75 newsreel stories for theatres and TV, and 98 film-strips.

The DBS survey did not show the cost or revenue figures for the government productions, but the total income of the National Film Board, the major government producer, for 1952-53 was \$3,511,465, and almost all of this was expended. To this figure can be added the expenditures of provincial government producers. No separate figures for the printing of Canadian films is offered in the survey by the Dominion Bureau of Statistics figures. What is shown is a figure of 31 companies having laboratory facilities, with a total operations figure of \$2,605,530, \$1,331,393 for private production, as stated, and \$1,-274,137 for printing.

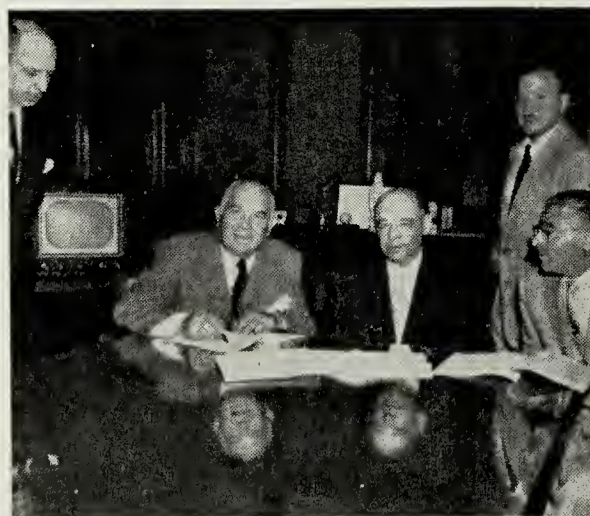
Six more drive-ins were opened to bring the total now in operation to 136, of which 34 bowed in this year. One



Republic's "The Sun Shines Bright" recently took first prize among United States entries at the Berlin Film Festival, and seen here is Rudi Goldschmidt, special representative, Republic Pictures International in Germany, receiving the award from M. Goebel, president of the directors of the International Circus and Variety Association in Germany, as J. Severin, publicity manager, Berlin Festival, and E. Lohde, branch manager, Gloriafilm, German distributors of Republic Pictures, look on with evident satisfaction.

standard-type house was also completed, raising the number of such situations for 1953 to 24, for an overall total of 58 new theatres since Jan. 1. Work has started on another drive-in and three more roofed-in houses, making the number under construction at present 34. Plans were announced for a pair of ozoners and a pair of standard-type houses, to bring the total of the former to 17 and of the latter to 20.

There is one theatre manager who can be accused of being an up-in-the-air type. He's Ernie Warren, Twinex supervisor in Ottawa. He holds his commercial airplane license, and is veepee, Canadian Owners and Pilots Association. He was granted a leave-of-absence by his company to serve as publicity representative



Signing a major agreement in New York City to install CinemaScope in over 100 theatres in Mexico and production of several features in the anamorphic lens process in Mexico recently were, left to right, Spyros P. Skouras, president, 20th-Fox; General Abelardo L. Rodriguez, leading Mexican exhibitor and producer, and Miguel Bujazan, general manager, Rodriguez Circuit. Looking on are Emanuel Silverstone, left, vice-president, 20th-Fox international department, and E. D. Cohen, supervisor for Central-South America.

and news coordinator for the trans-Canada tour sponsored by the Royal Canadian Flying Clubs Association.

CINE CHATTER: CinemaScope installations are being planned for Famous Players theatres in Hamilton and London following an installation in Toronto at the Imperial, Famous flagship. First demonstration of the process was at the Imperial for executives, press, and financial interests from across the country. Further demonstrations are planned next month during the regional meeting of Famous Players executives, managers, and affiliates. . . . Allan Hewitt is the new assistant manager, Nortown, Toronto, following the shift of Bob Shearing over to the Eglinton in a like capacity.

Bill Novak was named winner of the "Young Bess" contest. The manager of the Capitol, Winnipeg, received a \$250 cash prize from MGM. The contest was restricted to just 10 managers whose theatres played the film. . . . Hugh C. Elsam has been named sales manager for Shelly Films, it has been announced by Lenn Shelly, president. . . . Only English film to open in many weeks in Toronto was Rank's "Titfield Thunderbolt" at the Odeon Hyland. . . . Window displays, streetcar cards, and a 24-sheet were used by manager Gerald Saunderson, manager, Towne Cinema, Toronto, in connection with MGM's "Lili." . . . The death in New York of Ned Buddy, newsreel executive, was received in Toronto with much regret as he had many friends. . . . An Indian chief was invited to meet the Toronto film critics in connection with WB's "Charge At Feather River," Imperial. The meeting and lunch were arranged by WB's Stan Helleur and FPCC's Tiff Cook.

—HARRY ALLEN, JR.

Israel

As a result of the Motion Picture Export Association agreeing to the terms of a new agreement with Israel, American film companies who had halted shipments there because of "excessive" import duties, were expected to resume shipments, according to reports this week. The import rates had previously been five Israel pounds per kilo for newsreels, 15 for black-and-white features and 25 for films in color. Under the new schedule, the rates will be five, 10, and 15 Israel pounds, respectively. New income tax bases also were agreed upon, retroactive to 1948. Israel also has agreed to remit \$125,000 for out-of-pocket expenses of American companies in Israel during the period from July, 1951, to June, 1952. The new agreement resulted from conferences between MPEA representatives and the financial counsellor of the Israel embassy.

South Africa

Bert Reisman, 57, RKO sales representative at Johannesburg, died of a heart attack last fortnight. He was the brother of Phil Reisman, former RKO vice-president in charge of distribution, and had been with RKO since 1934 and in the South African post since 1948. He entered the industry in 1922, and was a native of St. Paul, Minn.

(Continued on page 16)

Limitations Agreed Upon By SW, Cinerama

Way Now Paved For Okeh Of Department Of Justice; Judge Hand To Rule On Petition Today (Aug. 12)

NEW YORK—Stanley Warner and Cinerama, Inc., agreed last week to a number of limitations as a condition of Department of Justice approval of their deal, and filed a petition with the U. S. District Court to amend the Warner consent decree to which SW is a party. The petition will be heard by Federal Judge Augustus N. Hand today (Aug. 12) at the Court House, Elizabethtown, Essex County, up-state New York.

Limitations include the following:

SW agrees to install Cinerama in not more than 24 theatres in the United States, and to limit installations to one per city, except in New York, Chicago, and Los Angeles. Houses now playing "This Is Cinerama" are included in the total.

Future acquisition of theatres would be subject to prior federal court determination that it would not unduly diminish competition in an area. Acquisition by SW of the leases of the Detroit and Chicago theatres now playing Cinerama would be approved.

SW could not show standard films in any theatre acquired for Cinerama operation, and any theatre sub-licensed for exhibition of Cinerama in which SW received a percentage of the gross or net receipts would be counted against the 24-theatre limit.

When the exclusive SW license for Cinerama expires on Dec. 31, 1958, if SW decides to grant sub-licenses to exhibit, they would be limited to a basis in which SW does not participate in gross or net receipts, and SW would have to grant such sub-licenses to all applicants on a non-discriminatory basis and for reasonable royalties.

SW would produce no more than 15 Cinerama pictures through 1958, and could make standard film versions of each. After this date, the company could not make any more Cinerama pictures or grant sub-licenses to produce. Any picture produced by SW or sub-licensed would count against the total, as would a Cinerama picture produced outside the United States but distributed in this country by SW.

After Dec. 31, 1950, SW could not distribute any of the 15 Cinerama pictures and "This Is Cinerama," but would be permitted to transfer distribution rights to others upon condition that it retain no control over distribution. The new distributor would be required to license each picture on a theatre by theatre basis, without discrimination. If SW shares in the gross or net receipts from the distribution, the distributor, on the request of an independent, would be required to grant a first refusal to an independent, if the latter is operating a Cinerama theatre in competition to SW. SW is also enjoined at all times from distributing the standard

Turn In Collection Reports To Chairmen

NEW YORK—Exhibitors were being urged this week to turn in reports of their collections for the American Korean Foundation to area and state chairmen so that a national total might become available as soon as possible.

The committee urged the fastest cooperation possible.

Theatre audiences have contributed three-quarters of a million dollars in the drive for funds being conducted by the American-Korean Foundation, Dr. Milton S. Eisenhower, chairman of the Foundation, revealed last week. With only one-third of the country's theatre collections completed, it is estimated that the final collection will top the two million mark.

The drive in the theatres is being conducted under the supervision of the Council of Motion Picture Organizations.

versions of Cinerama films. Distribution of the standard films is subject to the same limitations as Cinerama distribution after expiration of the exclusive agreement.

SW must dispose of its stock in Cinerama, Inc., by Jan. 10, 1959, or deposit the stock with a trustee approved by the court under a voting trust agreement. The stock must be disposed of by Dec. 31, 1960, in any event.

After Dec. 31, 1958, Cinerama, Inc., would be required to grant compulsory exhibition sub-licenses, production sub-licenses, and leases of exhibition and production equipment on a non-discriminatory basis, subject to the payment of reasonable royalties and rentals.

Hazard E. Reeves, president, Cinerama, Inc., submitted an affidavit urging the court to approve the deal so that development of Cinerama can be handled by a company established in the industry and with sufficient capital for production and equipment.

Under the agreement, SW replaces Cinerama Productions as licensee of Cinerama, Inc., and acquires a substantial number of shares in Cinerama, Inc., plus stock options to be exercised on completion of the second and third Cinerama pictures. SW's obligations include royalty payments to Cinerama, Inc., and payments to Cinerama Productions; the production of at least one Cinerama feature within a year after the agreement is finalized, and production of an additional picture each year after that.

SW also agrees to equip a minimum of 20 theatres with Cinerama equipment, and to pay a "substantial rental for use of the exhibition equipment, as well as aiding in the finance of certain production equipment.

In a letter to all creditors of Cinerama Productions, Inc., it was later learned that SW will pay \$962,637 for the assets of Cinerama Productions, Inc., when the court approval is given to the deal. This will include the rights that CP has in the production and exhibition equipment leased from Cinerama, Inc., all the prints of "This Is Cinerama", the leases of the four theatres showing the film, and 700,100 shares of stock of Cinerama, Inc. CP also gets, in addition to the cash, a percentage of the net income of films produced under its license with Cinerama, Inc., and an amount equal to value of inventory and prepaid items transferred by CP.

Theatre TV Terms Announced

NEW YORK—Box Office Television, Inc., programming agency of the projected Notre Dame football theatre telecasts, announced last fortnight that all games will be sold on a percentage basis. Theatres will not be required to give any minimum guarantee, and BOT will take care of all local loop and cable charges, it was said.

Freed Honored By MGM

NEW YORK—August was last week designated "Get on the Band Wagon Month" by the MGM sales department in honor of Arthur Freed, producer.

What's Keeping Theatres Empty?

(Continued from page 3)

marquee, or if he phones the theatre and the cashier has difficulty in pronouncing some of these titles.

THE BEST STARS in the industry no doubt could help the box-office in some of these gems, but why penalize them? True, it is said that in most situations playing these opuses, they will be doubled. That, however, is no excuse for such lack of thought in titling a picture. It can only result in poor grosses and less film rental.

THIS DEPARTMENT welcomes the views of exhibitors. Say your piece. You've criticized them to bookers, managers, and others. Hollywood wants to know your thoughts. Don't let George do it. It's your responsibility, unless you think we're wrong about these titles.



RKO

First again in

First

3-D Stereophonic* Sound Recording

Warner Bros.
"House of Wax"
*Warnerphonic

First

**choice for
Current Productions**

RKO's "Second Chance"
"Devil's Canyon"

First

**"on location" Stereophonic
Sound Recording**

Warner's "Charge at Feather River"
(filmed and recorded* in California)
*Warnerphonic

Columbia's "Miss Sadie Thompson"
(filmed and recorded in Hawaii)

Columbia's "5,000 Fingers
of Dr. T."
"The Stranger Wore
a Gun"

A

Motion-Picture Progress

First

choice of the nation's
finest theatres and circuits

Radio City Music Hall
New York's Astor Theatre
Cleveland's Hippodrome
Theatre

Comerford Theatres
Coston Theatres
Fabian Theatres
Goldman Theatres

And many other top names
in chains and theatres

Hunt Theatres
Interstate Theatres
of Texas

Latchis Theatres
Loew's Theatres
RKO Theatres
Standard Theatres
Stanley Warner

First

to bring realism to
every seat in the house

Only RCA offers stereophonic sound
that fills every seat in the house with
RCA's living, 3-dimension sound.
Only RCA offers all-new speaker
design, engineered by experts in all
phases of sound reproduction. If
you've ever heard RCA's

Stereophonic Sound, you
know it's a new thrill
for even the most
seasoned theatre
man.

Check with your RCA Dealer now
for information on RCA Stereophonic Sound. And
you'll do well to give him your order at the
earliest possible minute—to insure early delivery.

RCA STEREOPHONIC SOUND



RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT

CAMDEN, N. J.

Myers, Senator Schoepfel Clash On Small Business Comm. Report

WASHINGTON—Premature disclosure of some of the contents of the report of the Senate Small Business Committee which had heard exhibitor complaints against distributors last week led to an exchange of telegrams between National Allied's Abram F. Myers and Senator Andrew F. Schoepfel, subcommittee chairman.

The report of the committee recommends adoption of a voluntary arbitration system within the industry and a more vigorous policy on the part of the anti-trust division of the Department of Justice. The committee feels, however, that film rentals should not be arbitrated, and that distributors are justified in seeking the best possible deals and need not insure exhibitors of a profit.

The committee report states that "arbitration is not a panacea for exhibitor ills because they are operating a sick industry" which cannot be cured by any single remedy. The impact of television and changes in American living habits may force the closing of many theatres, no matter what action is taken, the report states.

The committee found both sides at fault in the arbitration quarrel, but reserved its main criticism for independent exhibitors represented by National Allied. The report says the bulk of complaints are over clearances, runs, pre-releases, and competitive bidding, and these could all be settled through arbitration. The report recommends that a resumption of arbitration negotiations could proceed with the 1952 plan as a foundation.

Allied and its board chairman, Myers, were rapped for insisting that the arbitration plan include film rentals, and the committee could not understand why exhibition and distribution had not agreed years ago to arbitrate lesser differences.

The anti-trust division of the Department of Justice came in for criticism, with the committee charging a lack of attention to exhibitor complaints and failure to enforce the consent decrees properly.

The report also states that the committee is opposed to compulsory competitive bidding. The Justice Department, also opposed to the practice, has failed to probe the situation in the Los Angeles

area, the committee charges. The committee cited the testimony of Los Angeles Paramount branch manager Alfred R. Taylor to support the view that bidding has been forced on exhibitors in the area.

The premature leaking out of the report led to an exchange of telegrams between Myers and Schoepfel. Myers said that trade paper reports of the report indicated that the subcommittee had "accepted in its entirety the testimony of Austin Keough, Paramount." The Allied official pointed to the complete cooperation of all factions of National Allied during the hearings, and said, "I was confident that a strong case had been made out and that testimony of the exhibitors had not been refuted in any substantial degree." Myers said that if the Senate group adopts the report which leaked out, finding in favor of the large motion picture companies, "the demoralization of the exhibitors will be complete."

Schoepfel's wire replied that "it would be incorrect to assume or charge that the committee is critical of exhibitors or exhibitor organizations or distributor organizations when, in fact, the responsibility of one or two intransigent individuals whose personal views may have unwittingly harmed the cause of the very organizations they seek to effectively represent."

The Senator explained that a draft of a tentative report prepared for submission to and comment by committee members "has apparently leaked to some representative of the press," but that no final report has been approved or filed as yet.

He told Myers that he appreciated the frank testimony and cooperation of Allied members.

The Kansas Republican went on to charge "it is apparent that you, personally, are primarily concerned about alleged quotations from the preliminary draft which discuss in some detail the history of arbitration negotiations and the committee's earnest belief that achievement of a workable arbitration agreement between elements of the industry would be the greatest single step forward in eliminating most, if not all, of the complaints."

Colosseum, Distributor Contract Is Extended

NEW YORK—It was learned last week that the Colosseum of Motion Picture Salesmen existing contract with distributors had been extended to the end of September, pending further talks with distributors.

Preliminary negotiations were held early in July in White Sulphur Springs, W. Va. The salesmen asked for a 15 per cent increase in salary and a minimum of \$12 a day for expenses.

Meanwhile, it was learned in Dallas that Ray Wild, Colosseum president, had severed his connections with RKO, where he had been a salesman. The move was one of economy, it was reported.

Schoepfel said the committee regards it as unfortunate that the attitude of one or two representatives in the arbitration discussions resulted in a stalemate. "The committee believes that it has a duty to lay bare the facts as they were testified to, and assess the blame where it belongs. He told Myers, "No amount of pressure or intimidation from any source will affect the contents of the report."

Several days later, the committee released its official report, which omitted pointed criticism by name of either National Allied or Myers, differing in this respect with the preliminary report which had leaked out to the press.

The final report also made it plain that the committee was equally irked with distributor representatives who had participated in the early arbitration parleys.

The final report was just as emphatic in its belief that the best way for the industry to solve its problems was to work out a practical system of arbitration. It also followed the earlier draft in criticizing the Justice Department for not rigidly enough enforcing the consent decrees.

Committee report also contained a strong endorsement of the Mason Bill for elimination of the federal admission tax. The report called the tax repeal "necessary to aid a distressed industry."

Another note was sounded in the argument when Myers in a later bulletin said that "in the main" the draft "appears to be sound and should prove helpful to the exhibitors."

A complete comment from Myers is expected later, but referring to Allied's record on arbitration, he did say also that "the subcommittee's conclusion is beyond comprehension."

He charged that "somewhere along the way, Senator Schoepfel, the committee chairman, ceased to be objective, and became a partisan in connection with the detail of the draft."

Ballantyne Package Bows

OMAHA—The first demonstration of The Ballantyne Company's complete package, including 3-D, stereophonic sound, and wide-screen, was given for engineers and theatre supply dealers early this week at the Admiral, with executive vice-president J. Robert Hoff host.

Due to have been included were a new magnetic sound reproducer, screens, a new lens, and other items.

A later demonstration is set for New York.

This Was The Week When

Merv Griffin, in WB's "So This Is Love," began an 18-city tour on behalf of the film. . . . U-I set 13 features, 10 in Technicolor and two in 3-D, for the remainder of the year, as follows: August—"Thunder Bay," in Technicolor; "The Man From The Alamo," in Technicolor, and "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde"; September—"Wings of the Hawk," in 3-D and Technicolor; "The Stand At Apache River," in Technicolor, and "The Golden Blade," in Technicolor; October—"The All-American" and "East of Sumatra," in Technicolor; November—"The Glass Web," in 3-D; "Back to God's Country," in Technicolor, and "The Veils of Bagdad," in Technicolor, and December—"Tumbleweed," in Technicolor, and "Walking My Baby Back Home," in Technicolor.

20th-Fox definitely set Sept. 16 as the date for the world premiere of "The Robe", in CinemaScope and Technicolor, at the Roxy, New York. . . . UA scheduled the world bow of its Cinecolor "Sabre Jet" for Loew's, Dayton, O., on Sept. 4. . . . Paramount set a radio-TV campaign for "The War Of The Worlds", starting this month, tied in with the opening in 85 key situations in eight exchange areas.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Washington, D. C.: Senator Taft dies. Korea: POW exchange to start on silent front.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 64) Indo-China: Jungle war. Egypt: General Naguib meets press in Cairo. New York: "Mr. Muscles" contest at Rockaways' Playland. Los Angeles: New high diving women's champ.

NEWS OF THE DAY (Vol. XXIV, No. 298) Indo-China: Jungle war. Spain: Fire in Madrid. Los Angeles: New high diving women's champ. Germany: Wire dare-devils perform 10,000 feet up in Bavarian Alps.

PARAMOUNT NEWS (No. 101) Argentina: Dr. Milton Eisenhower meets with President Peron. Los Angeles: New high diving women's champ. Germany: Wire dare-devils perform 10,000 feet up in Bavarian Alps.

UNIVERSAL-INTERNATIONAL (Vol. 26, No. 488) Argentina: Dr. Milton Eisenhower meets with President Peron. Langley Field, Va.: Venetian blind plane unveiled. Oklahoma: "Egg beater" square dance.

WARNER PATHE NEWS (Vol. 24, No. 103) Japan: Lone survivor says Reds shot down B-50. Argentina: Dr. Milton Eisenhower meets with President Peron. Los Angeles: New high diving women's champ.

TELENEWS DIGEST (Vol. 7, No. 32-A) Indo-China: Jungle war. Washington, D. C.: Senator Taft dies. Germany: East

Berliners get food. Argentina: Dr. Milton Eisenhower meets with President Peron. Africa: British round up Mau-Mau suspects in Nairobi. Germany: Wire dare-devils perform 10,000 feet up in Bavarian Alps.

IN ALL FIVE:

Korea: Signing of truce at Panmunjom. Washington, D. C.: Senator Knowland reviews first session of 83rd Congress.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 63) Germany: East Germans mob West Berlin to get food. Bavaria: Eight Czechs crash Iron Curtain. England: Swimmers open Channel season. Italy: Kayak racers get dunking in Passer River.

NEWS OF THE DAY (Vol. XXIV, No. 297) Germany: East Germans mob West Berlin to get food. Bavaria: Eight Czechs crash Iron Curtain. Korea: Carrier pilot cheats death as war ends. Atlantic City, N. J.: Equestrian diving thriller.

PARAMOUNT NEWS (No. 100) California: "Hollywood Night" at Boy Scout jamboree.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 487) Germany: East Germans mob West Berlin to get food. Bavaria: Eight Czechs crash Iron Curtain. Japan: Floods. Joseph, Ore.: Rodeo.

WARNER PATHE NEWS (Vol. 24, No. 102) Germany: East Germans mob West Berlin to get food. Korea: Carrier pilot cheats death. Fort Worth, Tex.: Ben Hogan hailed. Washington, D. C. and Boston: Ted Williams doffs khaki.

TELENEWS DIGEST (Vol. 7, No. 31-B) Korea: Signing of truce at Panmunjom. Washington, D. C.: Dr. Milton Eisenhower

returns. Japan: Landing of Perry celebrated. New York City: Autumn styles. Washington, D. C. and Boston: Ted Williams doffs khaki dons Red Sox duds. Fort Worth, Tex.: Ben Hogan hailed. Cooperstown, N. Y.: Dizzy Dean, Al Simmons into baseball Hall of Fame.

NATIONAL BOARD OF REVIEW

August 1, 1953

SELECTED FEATURES: "Main Street To Broadway" (MGM); "A Blueprint For Murder" (20th-Fox); "The Charge At Feather River" (Warners).

Atlas Holdings Revealed

NEW YORK—The six-month report of the Atlas Corporation for the period ended June 30 last week stated that the company had disposed of its 25,000 certificates of interest in United Paramount Theatres. Atlas' portfolio of securities still includes 25,000 shares of Paramount common, 75,500 shares of RKO, and 93,050 shares of Walt Disney Productions. Floyd B. Odlum, president, reported that the indicated asset value of Atlas at the end of the period was \$38.04 per share, compared with \$38.67 at the same time last year.

Rev. Little Named By Legion

NEW YORK—Reverend Thomas F. Little, assistant executive secretary, National Legion of Decency, was last week appointed executive secretary, succeeding the late Very Reverend Monsignor Patrick J. Masterson. Announcement of the appointment was made by the Most Reverend Michael J. Ready, Bishop of Columbus and chairman, Catholic Bishops' Committee on Motion Pictures.

VISTARAMA

"WE ARE PROUD THAT WARNER BROS., PIONEERS IN MOTION PICTURE PRODUCTION AND DEVELOPMENT FOR OVER THREE DECADES, HAVE CHOSEN VISTARAMA LENSES TO MAKE WARNERSUPERSCOPE A REALITY."—Carl Dudley, Pres.

Vistarama is now available to the industry on a practical basis

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

U-I

"The Stand At Apache River"—Outdoor show should have the usual appeal.

MGM

"The Actress"—Names will make the difference.

WB

"Plunder of the Sun"—Interesting program melodrama.

Paramount

"The Caddy"—Should have the usual Martin and Lewis draw.

Columbia

"The Stranger Wore A Gun"—3-D appeal will make the difference.

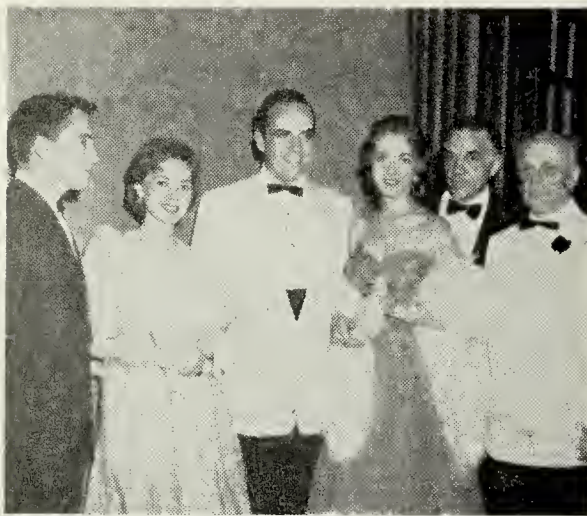
Wilschke Announces Expansion Of Altec

NEW YORK—E. O. Wilschke, operating manager, Altec Service Corporation, announced last week that the company's branch supervisory staff and field representative personnel will be greatly augmented.

The announcement comes as a result of the series of home office conferences between H. M. Bessey, executive vice-president; L. D. Netter, Jr., general sales manager; P. F. Thomas, treasurer, and Wilschke with Altec division managers from various parts of the country. Among the division managers participating were M. G. Thomas, southern division; F. C. Dickely, central, L. J. Patton, eastern, and C. S. Perkins, northeastern division. Involved in the personnel additions also are the Altec southwestern division headed by C. J. Zern, and the western division, in charge of D. T. Peterson.

Wilschke said the company found it necessary to augment the present staff of 18 branch managers and to expand the present force of field representatives attached to 30 offices, appointing, in addition to the branch managers now functioning in these territories, the following new Altec branch managers in various divisions: F. W. Hall, northeastern division, New York City; D. H. Cole, eastern division, Washington, D. C.; J. W. McBurney, southern division, Charleston, W. Va., and W. Wicks, central division, Minneapolis, Minn. The appointment of these four branch managers brings the present branch managerial staff to a total of 22, including R. W. Kautzky, New York City, and R. E. Pierce, Boston; northeastern division; C. A. McCrork, Philadelphia, and G. H. Pinckney, Newark, N. J., eastern division; E. C. Lyman, Nashville, Tenn., and F. B. Newborn, Atlanta, southern division; R. C. Gray, Chicago, and C. G. Bosworth, Detroit, central division; W. J. Zeidlik, Dallas, and J. R. Brown, Kansas City, southwestern division, and M. M. Goulson, San Francisco, and M. V. Neumann, Los Angeles, western division.

A force of 19 new Altec field representatives includes: R. D. Fairbanks and D. Waddell, Boston; S. N. Trent, New York City; R. Siegel, Brooklyn, and F. A. Brown and G. W. Evans, New York City,



A state-wide celebration was held recently in honor of Grace Moore heralding the world premiere of Warners' "So This Is Love," at the Tennessee, Knoxville, Tenn., and on hand for the festivities were, left to right, Merv Griffin, Kathryn Grayson, Governor Frank Clement, Joan Weldon, Walter Abel, and Knoxville's mayor.

The International Scene

(Continued from page 10)

Mexico

In Mexico City, United States branch employes called off their scheduled strike, and accepted a two-year contract calling for a general 15 per cent pay increase. Salaries for the workers will be the highest for specialized work in the Republic under the pact, signed by Paramount, Warners, MGM, U-I, 20th-Fox, RKO, United Artists, and Columbia with Sindicato de Trabajadores del Cinematografía. The contract also provides extra pay for film editors and projectionists working on 3-D films.

Italy

In Rome, George H. "Bud" Ornstein, United Artists Italian manager, was transferred to Barcelona as Spanish manager. Succeeding him in the Italian office was Kurt Unger, UA Israel head.

northeastern division; D. S. McLean, Newark; J. L. Pyle, Scranton, Pa., and J. T. Eves, Washington, D. C., eastern division; L. E. Grewell, Louisville, Ky.; C. C. Kauffman, Atlanta, and W. Y. DeJarnette, New Orleans, southern division; J. V. Cole, Cleveland; R. E. Seeley, Detroit, and J. B. Pesek, Chicago, central division; L. W. Felder, Dallas, and F. T. Spencer, St. Louis, southwestern division, and D. L. O'Brien, San Francisco, and C. A. Satchell, Los Angeles, western division.

Polaroid Infringement Denied

WILMINGTON, DEL.—Multiplate Glass Corporation, New York, a manufacturer of lens material used in making spectacles which are used for viewing 3-D motion pictures, last week filed a civil action in U. S. District Court denying infringement of certain patents owned by Polaroid Corporation, a Delaware-chartered corporation, and asserting that the patents are invalid by reason of prior invention, prior knowledge and use, prior publication, and for want of patentable invention over the prior art.

According to the complaint in the declaratory judgment action, Polaroid has asserted that the spectacles using lens

PEOPLE

NEW YORK—Ed DeBerry, Paramount Buffalo branch manager, and Phil Isaacs, Washington branch manager, have been named drive captains of the "Adolph Zukor Golden Jubilee Salute," Monroe R. Gcodman, national coordinator, Paramount sales organization's tribute to the company's board chairman, announced last week. Isaacs, who will captain the mid-eastern division's drive activities, was appointed by Howard G. Minsky, mid-eastern division manager. DeBerry will handle the eastern and southern division. Bob Weber, assistant to Minsky, was named mid-eastern division drive coordinator. Others who will assist Isaacs as drive exploitation coordinators of the mid-eastern branches are field representatives Mike Weiss, Ralph Buring, and Art Leazenby. The "Adolph Zukor Golden Jubilee Salute" is planned as one of the company's biggest efforts, and every effort will be made to break all records as far as results are concerned.

NEW YORK—Irving Sherman, Columbia personnel director and office manager, for the past 21 months, was last week transferred to an executive administrative post with Columbia Pictures International Corporation and Herbert L. Smith, director of purchases, assumed Sherman's former posts as additional duties. Jack Kerness has been elevated to assistant manager, purchasing department. There are now two assistant managers in that department as Fred Izzo was promoted to a similar position when Smith assumed the leadership of the department in October, 1952. Miss Gloria Weinstock has been named assistant manager, personnel department, a new position.

NEW YORK—E. H. Rowley, president, United Rowley Theatre of Texas, announced last week that D. P. Callahan, associated with the United Rowley Theatres for 17 years, has been appointed general film buyer for the theatre circuit. Callahan's appointment will give C. V. Jones, vice-president and general manager, more time for executive duties and other new responsibilities. John Rowley has been appointed assistant to C. V. Jones.

NEW YORK—Michael Myerberg, board chairman, Myerberg Productions, Inc., announced last week that Arthur Gray, associated for eight years with Kuhn, Loeb, and Company, had resigned to accept the position of Myerberg president and general manager. Myerberg is the inventor and developer of a system of electronically controlled puppets for motion picture, television, and commercial purposes.

CHICAGO—Herbert Kaufman, former Republic Los Angeles branch manager, was last week transferred to take over the branch managership, succeeding Abe Fisher.

material made by plaintiff which are used by Loew's, Inc., infringed the named patents, and stated that it intends to sue the plaintiff for infringement of the patents.

Polaroid has 20 days from July 27 in which to answer.

The President's Message

(In withholding approval of the Mason Bill, eliminating the 20 per cent federal admissions tax, President Eisenhower released the following message.—Editor.)

"I am withholding my approval of H.R. 157, entitled, 'to provide that the tax on admissions shall not apply to moving picture admissions.'

"My reasons for taking this position are that we cannot afford the loss of revenue involved and that it is unfair to single out one industry for relief at this time

"In my message to the Congress on May 20, I said: 'Tax receipts will apparently fall considerably short of our necessary expenditures during the next fiscal year. In view of this fact, I have come to the conclusion that no reductions in tax rates should become effective during this calendar year. In accordance with this policy, the Treasury Department advised the chairmen of the House Committee on Ways and Means and the Senate Committee on Finance of its opposition to this bill. Because of the need for revenue, I recommended an extension of the excess profits tax for six months and the extension has now been made. Tax relief for one industry now would be inconsistent with that action.

"It is estimated that the repeal of the admissions tax on motion picture performances, which has been on the books at the present rate since April 1, 1944, would result in a gross loss of revenue of \$200 million. After allowing for a resulting increase in corporation income taxes, the net loss is estimated to be between \$100 million and \$120 million a year.

"It is not contended by the industry that the present scale of admission prices which reflects the 20 per cent tax is responsible for the existing distress situation in the industry. Indeed, the industry apparently expects in many cases to maintain the present price to consumers even though the tax is repealed.

"There is distress in large but not all segments of the industry. The basic causes of the industry's distress, however, arise from new forms of competition.

"A strong case can also be made for tax relief in other industries which are subject to high excise taxes, including other forms of entertainment subject to the admission tax. If relief is to be given to motion picture theatres at this time it would not be fair to refuse relief to these other industries. If widespread relief were given, however, the loss in revenue would be very large.

"As I said in my message of May 20, 'the wide variety of existing excise rates makes little economic sense and leads to improper discrimination between industries and among consumers. Specific proposals for a modified system of excise taxation will be included in the recommendations for tax revision that will be submitted to the Congress next January.

"The Treasury analysis has already progressed to the point where I can say that I will include a recommendation for a reduction in the admissions tax in my proposals for a modified system of excise taxation. Action could be taken by the Congress early in 1954 and relief could be given at that time.

"It is for these reasons that I cannot give my approval to the repeal of the tax on admissions to motion-picture performances. The country cannot afford a loss of revenue at this time. Furthermore, it would not be fair and would be discriminatory to give relief under a single excise tax and then only to one of the industries subject to that tax."

Separate Screen For Each Car Innovation At Missouri Open-Airer

URBANA, MO.—Something new in the way of outdoor exhibition was unveiled last fortnight here in the Ozarks as a drive-in opened that provided a separate screen for each of the 42 automobile loads of customers witnessing the initial show.

Tom Smith is the inventor and builder of the unique open-airer, whose operation is a secret although Smith has patented the plan. The drive-in is in the shape of a wheel, 320 feet in diameter. The projection booth is in the center, and the autos park facing the center. In front of each car is a 30 by 40 inch transparent plastic screen. Pictures are projected from the booth to the rear of the screens, and are visible to occupants of the cars. It is all done with reflectors and lenses which Smith has made in his home workshop.

The limited accommodations on opening night forced Smith to turn away customers at the opening and subsequent shows. Presently, he is using only 270 degrees of the circle. He states that perfection of the system will permit the use of a full circle up to 600 feet in diameter, with accommodations for 150 to 250 automobiles.

In describing the advantages of his system, Smith said, "On my individual screens the customers see a clearer, sharper image without distortion or eyestrain, and everyone has just as good a view as everyone else."

Smith, who also operates the local Dallas, developed the process with the weekend help of his brother, Robert E. Smith, associated with National Theatre Supply, Kansas City. Rear projection, though long known to provide more brilliant images, has never been considered practical for drive-ins. Smith and his brother experimented for about six months before beginning construction of the drive-in. He says motion picture engineers told him he was wasting his time, and he made four different optic setups before finding one that would work.

The theatre at present is too small to make money, Smith says, but he intends to continue operation for experimental purposes. The main thing behind the success of the idea has been the special surface reflector for each screen which the Smiths developed. Highly reflective, mirror-like objects are mounted on a stand, and "zeroed in" with the 42 screens around the circle. The pictures are projected on the reflectors and bounced through the rear of the screens.

Smith believes the idea may revolutionize the industry, the idea being that a small town or small theatre owner can build them at lower cost than regular drive-ins. He can set no figure on how much his drive-in cost him, since he and his brother did all the work and built all the equipment, but the price will be less than a regular drive-in, he maintains, especially with mass production.

Smith has not yet decided how he will market the idea. He may build several drive-ins himself or sell the franchise and patent rights for somebody else to handle. He says he has been approached by many interested industry parties.

Republic Clarifies Wide-Screen Policy

NEW YORK—Republic Pictures Corporation last fortnight clarified its policy on screen dimensions, stating that it "wished to bring these simple facts to exhibitors."

It declared:

"Republic's new pictures are being photographed so that they can be projected on either wide-screen or the conventional screen.

"Republic has adopted the 1.66 to 1 aspect ratio so that its new product can be projected on wide-screen with aspect ratios from the conventional size of 1.33 to 1 up to wide-screen ratios of 1.85 to 1. Theatres will find that they can choose one set of wide-angle projection lenses which can project aspect ratios of 1.66 to 1 up to 1.85 to 1, and merely change the projection aperture for the different aspect ratios.

"Republic, in changing to a 1.66 to 1 aspect ratio, has not altered the actual picture frame from the conventional size, but has composed its subject matter in production so that artists' heads and important subject matter within the picture frame will not be cut off when screened with the new wide-screen apertures.

"Republic pictures can be projected on any wide-screen with a special wide-angle lens, a change in projection aperture to the proper aspect ratio, and more light for projection. This is true of any wide-screen method, and information regarding the type of lens, projection apertures, and added light needed can be obtained from regular theatre service organizations.

"Republic pictures can be projected by any theatre equipped with wide screen for CinemaScope with the right projection lens and the correct projection aperture aspect ratio. However, Republic pictures cannot be projected through a CinemaScope projection lens since this lens is a companion lens to the CinemaScope camera lens used in production.

"Republic pictures now available for wide-screen exhibition are: 'Fair Wind To Java', 'City That Never Sleeps', 'The Sun Shines Bright', 'Woman They Almost Lynched', 'San Antone', 'A Perilous Journey', 'The Lady Wants Mink', 'Ride The Man Down', 'Thunderbirds', 'Old Overland Trail', 'Iron Mountain Trail', 'Sweethearts On Parade', 'Champ For A Day', and 'Sea Of Lost Ships'."

FOR SALE

Modern Brick 275-seat theatre. All new Matigraph equipment in 1949, easily adaptable to wide screen. Also Soda Shop and 5 room apartment. Included is 50 x 50 foot three story store now rented as a hardware store. In addition, I have approximately 10 acres of ground now under development as residential section.

Call or Write J. D. STRADLEY
CECILTON, MARYLAND 3551

SEC Reports Stock Changes

WASHINGTON—The Securities and Exchange Commission last week reported the following stock transactions for July:

Robert E. Kintner acquired 200 shares of American Broadcasting-Paramount Theatres, increasing his holdings to 3,000 shares. Acquiring shares of Decca Records, Inc., were Milton Rackmil, 2,285, increasing his holdings to 9,713; L. W. Schneider, 103 shares, holdings now 437 shares, and Harold I. Thorp, 92 shares, holdings now 392 shares. Purchasing shares in National Theatres, Inc., were Peter Colefax, 100, bringing total to 1,500; Elmer C. Rhoden, 1,000, increasing his total to 4,400, and Charles P. Skouras, 3,800, building his total to 34,610.

Barney Balaban sold 1,500 shares of Paramount Pictures, Inc., reducing his holdings to 26,500 shares. Chester Bland acquired 700 shares of Trans Lux Corporation, and now has 900 shares. Jack L. Warner acquired 5,000 shares and disposed of a like number of Warner Brothers Pictures. He now holds 226,099 shares.

Disney Productions Sued

HOLLYWOOD—Vincent I. Whitman, inventor, last week filed a \$10,000,000 patent infringement suit in Los Angeles Federal Court for alleged "pirating" of a trick photography process against Walt Disney Productions, Inc. Whitman asked this amount plus trebled damages on profits after an accounting of most of Disney's major films. His attorney claims Disney made in excess of \$60,000,000 from films in which the process was used.

It is claimed that the "Multiplane" process was used in the past 10 years on such films as "Snow White," "Bambi," "Pinocchio," "Peter Pan," and others without Whitman's permission and despite his objections.

A federal judge dismissed similar charges brought by Whitman without prejudice four years ago. Also named as defendants are Walter E. Disney and Roy Disney. Whitman asked the court for an injunction.

Kerman Sets Exchanges

NEW YORK—Moe Kerman, president, announced last week that Favorite Attractions, Inc., had completed its exchange setup for distribution of 12 Bank of America pictures which it recently acquired. The following exchanges are handling the product:

Fred Sandy, Washington; Realart, St. Louis; Federal, Boston; Fred Sandy, Charlotte; Dixie, Kansas City; Hollywood, Omaha; Favorite, New York; Colonial, Memphis, Kay, Atlanta; Kay, New Orleans; Independent, Minneapolis; Imperial, Cleveland; Safer, Indianapolis; Screen Guild, Pittsburgh; Tunick, Cincinnati; Tower, Dallas and Oklahoma; Favorite, San Francisco, Los Angeles, Portland and Seattle; Albert Dezel, Chicago; Screen Guild, Philadelphia; Associated, Salt Lake City, and Cardinal, Toronto, Canada.

3-D Re-use Banned In Chicago

CHICAGO—It was disclosed last week that the Board of Health has requested Chicago theatres not to re-use 3-D viewers, after it received numerous complaints.

Konecuff

(Continued from page 6)

pregnant women in the opening crowd, which meant that this was an immediate hit since they were willing to brave the crowd, the standing, etc. . . . Disc jockey Gene Rayburn and his guests all showed up wearing Bermuda shorts. . . . While Miss Reed was in the lobby, another star of the film, Deborah Kerr, arrived in town to aid in the promotion. . . . Columbia held a record number of screenings for opinion makers in all fields of communications, etc. . . . Checking later, we found out that all opening day records were smashed at the house, with over 20,000 paid admissions recorded. . . . It's been a long time since we have seen so much genuine hoopla on Broadway for an ordinary everyday opening without the celebrity razzamataz, TV, and radio coverage in front of the house, etc.

(F.S. Even the press agents felt happy over the work they did to see it pay off thusly. There was Al Rylander's crew of George Ettinger, Joe Hyams, and Johnny Scuoppo, and Hortense Schorr's gang of Ray Murray, Miriam Teichner, Helen Steadman, Babe Gobel, and Marty Blau, and then, too, there was the work done by Ernie Emerling and his gang at Loew's theatres, including Paula Gould, Capitol publicist. Columbia's Howard Lesieur and Bob Ferguson were in charge as far as their company was concerned, and they deserve a load of credit. Incidentally, the picture smashed all records at the Capitol, and we really mean smash. Business has been terrific.)

TOA AND OTHER STUFF: Alfred Starr, TOA prexy, expressed deep regret at the Presidential veto of the bill eliminating the 20 per cent tax as well as surprise that he didn't respect the wishes of both Houses of Congress. He expected that a good many theatres will experience an unhappy time, and that a large number will have to consider closure.

He couldn't name another industry for whom the measure could have done so much, and the loss of revenue, an estimated 200 millions, is such a comparatively small amount in view of the help it could have provided the business and its thousands of employes, with perhaps a great deal of it returning in the form of added revenue.

Regarding the Senate Small Business Committee Report, Starr said that he had not had a chance to read it as yet, and, therefore, preferred not to comment on it, preferring also to discuss it with the membership.

As to arbitration, Starr said that the stand of TOA and himself remains the same, and that he is ready to discuss the matter with anyone.

On the subject of 3-D films, he said it lost its novelty, not every 3-D film will be a success from here on in simply because it's in 3-D, the process is highly expensive for small houses, and terms are coming down.

New projection techniques, including wide-screens, CinemaScope, etc., came in for some Starr-gazing. He thinks it is doubtful whether any technique yet demonstrated is the answer to the industry's needs, strictly as a new medium, but it could help a good picture considerably; stereophonic sound might drive

everyone out of our theaters, it being the curse of our time; the new techniques can't make a bad picture good, and the new developments are healthy and good for the business, even though they are 20 years too late.

He urged the industry to examine various plans advanced for an all-industry research organization which could do much of value for the business. He opined that the stumbling block through the years as far as this is concerned has always been the producing companies, who have proven unwilling to pool all the advances made individually, and he laid the blame squarely on the producers' shoulders.

THE METROPOLITAN SCENE: Lou Gerard has been named director of advertising, publicity, and exploitation of Box Office Television, Inc., theatre TV organization. He will be in complete charge of all campaigns for all theatre TV events, and will work both out of New York and in the field. Gerard has an extensive background in the promotion and exploitation department of a number of companies. . . . Al Palca's "Go, Man, Go", based on the Harlem Globetrotters, with Dane Clark, is in the final stages of editing, and scoring starts this week. . . . When Samuel Goldwyn first started production on "Hans Christian Andersen", a lot of Danes were in a lather. Now comes word from that country that tourists are making this one of the biggest seasons for the land of Hamlet, and thanks are being given to "Andersen." . . . Ernie Emerling sends along a wonderful satire on the Mickey Spillane stories called "Slaughter At The Cinema", inspired by the Girl Hunt Ballet in "The Band Wagon", which was written by Russ Grant, Loew's Theatres publicity department. Movie editors and other press people are receiving it. Incidentally, it could also be used as a plug, humorous, of course, for UA's forthcoming "I The Jury." . . . Montague Salmon was sponsoring a one-woman art show by artist Geraldine Corangis tying in with "Dream Wife." . . . Okeh pressbooks are out on "Melba", "Stalag 17", and "Houdini."

Russians Seek To Buy Films

NEW YORK—Artkino Corporation, agent for Sovexportfilm, attached to the Soviet Ministry of Culture, last fortnight approached three majors and two independent producers for reissue rights to nine Hollywood features released first in Russia in the late 30's and early 40's. The pictures interesting the Soviet agency are "The Great Waltz," MGM; "Charley's Aunt," "In Old Chicago," and "Sun Valley Serenade," 20th-Fox; Charley Chaplin's "City Lights" and "Modern Times"; "H's Butler's Sister" and "One Hundred Men And A Girl," U-I, and Samuel Goldwyn's "The Hurricane."

Spitz Leaving U-I, Too

NEW YORK—Leo Spitz retired last week as executive head of production at U-I, it was announced jointly by Milton R. Rackmil, U-I president, and Spitz. The retirement was effective on Aug. 1, but Spitz will retain his office on the lot until his contract expires on Nov. 12. William Goetz had previously relinquished his post as U-I head of production.

NEWS OF THE

Territory

BRANCHES

Atlanta

Mrs. Sara Smith, Monogram Southern Exchanges, returned after illness. . . . It was a happy birthday for Paul Wilson, 20th-Fox.

In for a visit were: Bill Yarbough and George Beasley, Hartwell, Ga.; Nat Williams, Interstate Enterprises, Thomasville, Ga.; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; R. H. Dunn, Camilla, Camilla, Ga.; J. S. Tankersley, North Georgia; O. C. Lam and son, Lam Amusement Company, Rome, Ga.; R. H. Brannon, Holly, Dahlonega, Ga., and P. J. Gaston, Griffin, Ga.

The third club in the Women Of The Motion Picture Industry has been formed here with the following officers: Laura Kenny, UA, president; Barbara Benson, U-I, first vice-president; Frankie English, Paramount, second vice-president; Stella Poulnot, Republic, secretary, and Lois Cone, Martin Theatres, treasurer. The members expect to have more charter members by the time membership is closed on Sept. 1 than the original Dallas club. New Orleans is the second club in the group.

John F. Kirby, WB southern division sales manager, returned to the home office from a two-day meeting of the company's southern sales force at the Atlantan Hotel. Attending were district managers O. W. Williamson, Jr., southeast, and Ed Williamson, southwest; branch managers Charles T. Jordan, Jr., Atlanta; Grover Livingston, Charlotte; Carroll Ogburn, Jacksonville; Luke Connor, New Orleans; H. "Cotton" Vogelpohl, Dallas; Joe S. Young, Memphis, and Don Tullius, Oklahoma City. Local sales managers attending were J. C. McCary, Dallas, and J. W. Kirby, Charlotte. Home office executives attending included Norman H. Moray, short subjects general sales manager, and I. F. Dolid.

C. J. Brown, manager, Martin, Calhoun, Ga., has been transferred to manage the Grand, Fitzgerald, Ga. He replaces George Slaughter, resigned.

Mr. and Mrs. Ken Laird, he's branch manager for Republic Pictures, Tampa, Fla., returned after a vacation in New York. . . . Construction of a new drive-in has been started on Highway 19 between Vernon and Sulligent, Ala. Owner is Richards Theatre, Fayette, Ala.

Manager O. R. Hughes, Phenix City Drive-In, Phenix City, Ala., reported to police that he was slugged on the head by a bandit, and robbed of \$191.76. . . . Ernest Davis and Baker Newton will soon open their new 500-car drive-in at Vidalia, Ga.

City Council at Prattville, Ala., deferred until late August a request that Sunday movies be permitted both afternoon and night.

Malcomb H. McCoy and Joe Sherrer opened the Palm Drive-In, Pensacola, Fla. . . . Lane Hebson, manager, Martin, Sylacauga, Ala., is the new commander, American Legion Post 45.

The Victory, Louisville, Ala., shows on Friday, Saturday, and Sunday.

Frederick G. Storey, president, Storey Theatres, and chairman of the board of directors, Family Service Society, Fulton and DeKalb Counties, has been named to the board of directors of the Family Service Association of America.

Funeral services were held for Edward H. Sudan, husband of Mrs. Bonnie Sudan, for many years on Film Row.

Visitors were Gault Brown, former manager, Hollywood, Madisonville, Tenn.; R. D. Page, Mount Pleasant, Tenn.; Walter Morris, Knoxville, Tenn.; Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; Louis Hutchinson, Ritz, Austell, Ga.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; W. N. Snelson, Co-At-Co Theatres, North Georgia.; W. R. Boswell, Greenland, Greensboro, Ga., and Nat Hancock, Jefferson, Jefferson, Ga.

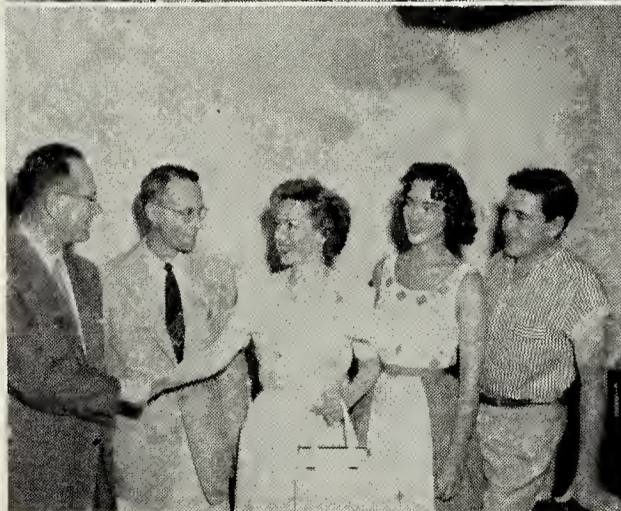
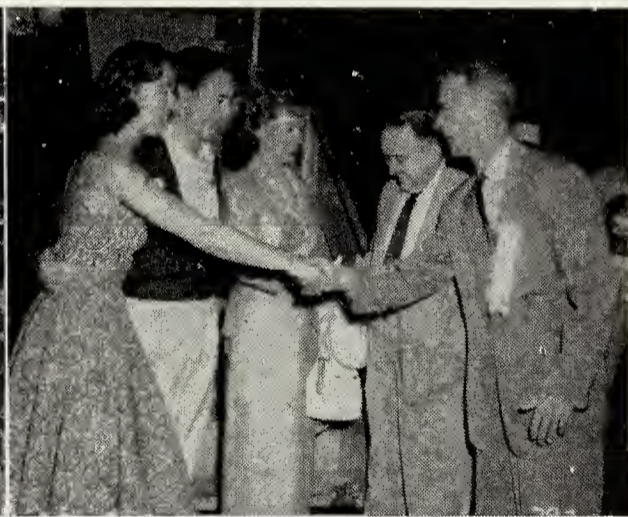
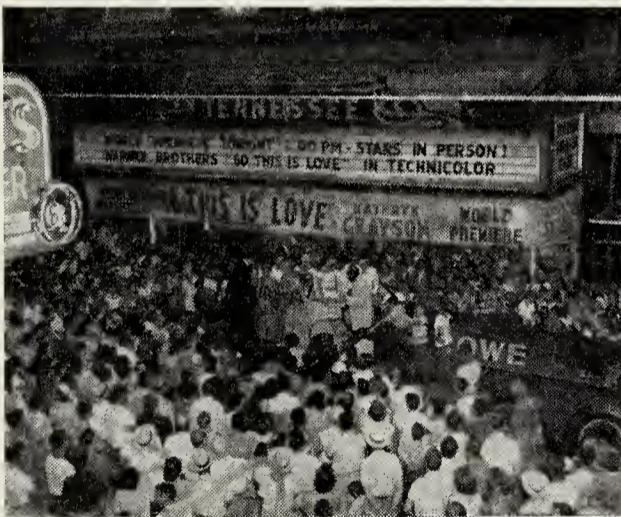
Charlotte

The Plaza, Asheville, N. C., which has been operated for about 25 years by Publix-Bamford Theatres, Inc., and its predecessor operating company, has been

sold to the newly-formed Asheville Theatres, Inc. Jack Fuller, Columbia, S. C., is president, and Sam L. Irvin is treasurer of the purchasing firm. They also own houses in Columbia, Spartanburg, Darlington, Orangeburg, all in S. C. The Plaza is Asheville's largest house, seating 1,340 persons. Its manager of several years, Thomas L. Stelling, will remain with Publix-Bamford Theatres and will become manager of the Paramount, Asheville. Roy B. Gibbs, manager, Paramount, becomes manager of the Plaza.

Public-Bamford Theatres, Inc., Asheville, N. C., has purchased a 13-acre site off Patton Avenue Extension at Asheville, and it is reported that it plans a new outdoor theatre there to cost around \$100,000. The tract was purchased for \$42,500, according to federal tax stamps affixed on a deed filed in the office of the Buncombe County Register of Deeds. Public-Bamford at present operates the Plaza, Paramount, Imperial, State, and Isis, Asheville, and if it builds an outdoor theatre, it will be its first venture into the drive-in field.

An award made by the North Carolina Industrial Commission in connection with the death of a cashier at the Carolina, Durham, N. C., following a fire at the theatre last year, is being appealed to the courts. The appeal was filed by Abercrombie Enterprises, Inc., operator of the Carolina, and the Shelby Mutual Casualty Company, after the Commission ordered payments made to the family of Mrs. Wade O. Lewter, 38, who died of a cerebral hemorrhage after the fire. Mrs. Lewter fell unconscious in the lobby



A statewide celebration was recently held in honor of Grace Moore and also heralding the world premiere of Warners' "So This Is Love," starring Kathryn Grayson as Miss Moore, at the Tennessee, Knoxville, Tenn. Seen in the usual, top to bottom, left to right, order are: crowd watching ceremonies in front of the theatre; Joan Weldon, Merv Griffin, Miss Grayson, Templeton Trecker, president, Chamber of Commerce, and Aubrey Couch, manager, Tennessee; Emil Bernstocker, district manager, Wilbey-Kincey Theatres; Miss Grayson; Miss Weldon, Griffin, and Couch, and Walter Abel and Miss Grayson with Tennessee's Governor Frank Clement.

after the fire was discovered on the night of Dec. 12, 1952, and died shortly thereafter in a hospital to which she was removed. The claim for compensation was filed by Libby Jeanne Lewter and Wade O. L. Lewter, daughter and husband, respectively, of the deceased, and the matter first was heard by Commissioner J. W. Bean in February, 1953, who ruled that the defendants should pay the sum of \$13.26 per week for 350 weeks, the sum of \$200 as funeral expenses, all medical, and hospital bills "incident to the injury and death of the deceased employee, and the costs of the hearing, including \$15 for each of three doctors giving expert testimony." The defendants appealed for a hearing before the full commission, which heard arguments on May 7, and affirmed the findings and conclusions of law drawn by Bean with the only exception that it changed the sum of weekly payments from \$13.26 to \$13.20. This decision now is being taken to Superior Court by the defendants. Testimony in the case was that the fire was spotted by a passerby, who warned Mrs. Lewter, who then went up and down the aisles warning theatre patrons, and then wrote out passes or refunds to the patrons as they left the theatre. After the patrons had filed out, she fell unconscious to the floor, and was removed to a hospital. Doctors who testified in the case said the cerebral hemorrhage of which she died probably was induced by hypertension.

Warners broke all existing records by making 2, 744 shipments in "Grover Livingston Week." The showing was due to the efforts of head booker Heffner and bookers Baker, Gosey, Reeves, and Hall.

Eddie Marks has been named manager, Center, by H. B. Meiselman, owner. Marks was formerly connected with the Meiselman Circuit before taking over operation of a drive-in in Brevard, N. C. He disposed of his interests there to return here.

The Butner Drive-In, Creedmoore, N. C., closed for an indefinite period. . . . R. L. Smith, Princess, Benson, N. C., entered Johnston Memorial Hospital, Smithfield, N. C., for an operation. . . . Queen City Booking Service will handle buying and booking for the North Wilkesboro Drive-In and West Jefferson Drive-In, West Jefferson, N. C. R. B. Adams is owner.

In town were: Woodrow Fussell, Wonet, Bladenboro, N. C.; Wade McManus, Scenic Drive-In, Spartanburg, S. C.; Mr. and Mrs. R. L. Smith, Princess, Benson, N. C.; Walter Bond, Bond's Auto Drive-In, Bennettsville, S. C., and Mr. and Mrs. T. A. Gale, Tower Drive-In, Clinton, N. C.

Stellings-Gossett Theatres, Inc., has been formed to take over operation of eight theatres in North Carolina, including two in Charlotte. The new concern took over equipment and leases of seven theatres from H. B. Meiselman. These theatres include the local Center; Strand, Waynesville; Strand, Rockingham; Flamingo Drive-In, Laurinburg; Raleigh Drive-In, Fayetteville; Manor, Wilmington, and Park, Kinston. The concern



The Grace Moore scholarship winners were recently guests of the Jellico, Tenn., Kiwanis Club while touring 22 East Tennessee cities in a motorcade appearing before civic groups honoring the world premiere of Warners "So This Is Love" which had its world premiere at the Tennessee, Knoxville, Tenn.

will also operate the local Manor, which Ernest Stellings, president of the concern, has been running. Stellings is president, and P. G. Gossett, in the textile mill supply business for years, is vice-president and treasurer. He has discontinued this business, and will devote his time to theatre interests. . . . Pender audiences went for 3-D in a big way. Roy Rowe, Pender, Burgaw, N. C., was pleased with results. . . . The New Tabor, Tabor City, N. C., reopened, owned and operated by Stewart-Everett Theatres. . . . The funeral for Master Sergeant Clyde M. Settlemyre, killed in Korea, was held. He was a former shipper at Columbia. . . . Peggy Gordon, in "The Band Wagon," was in for radio and movie interviews. . . . Miss Dorris Hagler, who wears the "Miss Charlotte" crown, has a new title, "Miss Chattahoochie." With the title, she will tour the Carolinas in connection with "Cruising Down The River," produced by Columbia. . . . Jimmy Lankford, former manager, Little Canary Cottage, invites all exhibitors to visit him at his new Lankford Grill. . . . Bob McClure, booker, Theatre Booking Service, was on vacation.

Pat Patterson, office manager, Columbia, and Mrs. Patterson will vacation in Florida. . . . Walter Kreh, special representative, Republic, returned to New York office. . . . The Midway Drive-In, Pollocksville, N. C., opened. Owner is P. G. Parrot, Newbern, N. C. Queen City Booking Service will handle buying and booking.

Jacksonville

Robert Heekin, city manager, Florida State Theatres, had Peggy Gordon, from the cast of "The Band Wagon," on the stage at the Florida for personal appearances. Miss Gordon also visited the Metro branch office in company with Tommy Harper, Metro exploiteer.

Carroll Ogburn, new Warner branch manager, attended a regional sales meeting. . . . Shirley Gordon, Warner office worker, was vacationing in Minneapolis. . . . Vacationers from the Metro branch office in July included Bob Capps, who went to Carrabelle, Fla., for the fishing

The Tuscaloosa Story

(Faced with a union argument, the owners of the Alberta, Tuscaloosa, Ala., decided to tell their story to the public. A copy of their open letter follows. It is reprinted for the general interest of EXHIBITOR readers as well as giving evidence of the manner in which some small town exhibitors met their problems squarely in the face.—Ed.)

"Since we feel that our patrons and the general public should be informed of the facts behind the picketing of the Alberta Theatre, we offer the following summary of the events leading to this action:

"For over five and a half years, my brothers and I have owned and operated the Alberta Theatre. During that period, we have employed two projectionists, one man and one woman. Several years ago, our man projectionist became a member of the local projectionists' union. Some time thereafter, representatives of this union came to us, and asked us to remove our woman projectionist and assign her job to a member of their union. We declined to do this. About six or eight months ago, they made a similar demand. We again refused.

"About 10 days ago, our woman projectionist obtained a better job in North Carolina, and moved to that state. Faced with the problem of replacing her, we decided that we would employ Richard Little, one of the partners in the business, as a relief projectionist. The business agent of the local union came to us, and demanded that we not use our brother, but that we use only a member of the local union and further that we sign a contract agreeing to obtain all projectionists through his office. When we declined to do this, the union began picketing our theatre.

"We have not been 'unfair' to organized labor. In fact, we have merely been trying to be fair to everyone.

"We are a Tuscaloosa-owned and operated concern, and have always tried to conduct our business so that it would be a credit to the community. We believe in the American principles of freedom and liberty, and think that you, the people of Tuscaloosa, are fair-minded, and will support us in our stand by continuing to give us your patronage.

"We are maintaining a normal schedule of operations at the Alberta, and will continue to try to bring you the unusual screen entertainment which has made our theatre so well known throughout this part of the country.

"Sincerely yours,

"The owners of the Alberta Theatre."

and to New Orleans for the cuisine; Max Stetkin, booker, who left for a rest at Daytona Beach, Fla., and Sara Warren, clerk, who went lakeside at Keystone Heights. . . . O. O. Ray, Jr., United Artists booking office, reported extended runs for "The Moon Is Blue" in his Florida territory. . . . An IASMP union meeting and social gathering is planned for the George Washington Hotel. . . . Leonard Dobrow and Jerry Gold, Pahokee, Fla., partner-exhibitors, and Hugh Martin, Sr., Martin Theatres,

called. . . . Musette Stovall, Teresa Avery, and Doris Wazeka are new 20th-Fox employees. The former Miss Mary Smith, 20th-Fox staffer, is now Mrs. William Thurman. . . . Earl Turbyfill, Warner booker, is back at his desk after a vacation.

Horace Denning, owner-operator, Atlantic Drive-In, and program chairman, Motion Picture Exhibitors of Florida, said that announcements would be made in the fall concerning the forthcoming annual convention of the MPEOF in this city.

Construction is being completed on the large, new Southside Drive-In. Fred Kent is the owner, and it will be operated under the booking-management of Talgar Theatres, which operates 32 other theatres. There are no drive-ins at present in the city's suburban Southside. . . . Sheldon Mandell, manager, St. Johns, had a spectacular display for "I, The Jury." . . . Hinton Stewart, assistant to manager Bob Anderson, Main Street Drive-In, took a plane across the Pacific to Hong Kong, China, on his vacation. . . . Danny Deaver, manager, Normandy Twin Outdoor, reported that the ideal summer weather is keeping his entire staff busy. . . . Colonel John Crovo, Arcade, offered horror movie fans a double midnight bill. . . . Bob Skaggs, Capitol, brought back "My Brother Talks To Horses" for a special kiddie matinee.

Memphis

Vistors were: Mrs. Grady Green, Union, Grenada, Miss.; Henry Pickens, Lyle, Carlisle, Ark.; J. A. Petty, Wayne, Waynesboro, Tenn.; H. R. McFerrin, New, Mantachie, Miss.; Mrs. H. A. Fitch, Erin, Erin, Tenn.; the Chapman brothers, Newark and Swifton, Ark.; A. N. Rossi, Roxy, Clarksdale, Miss.; Mr. and Mrs. Johnny Kellum, Joiner, Joiner, Ark.; Leon Rountree, Water Valley and Holly Springs, Miss.; Gordon Hutchins, State and 67 Drive-In, Corning, Ark.; W. A. Gray, Rutherford, Rutherford, Tenn.; A. D. Webb, Webb, Ripley, Tenn.; Jack Watson, Palace, Tunica, Miss.; Doc Lyles, Ritz, Oxford, Miss.; Mr. and Mrs. Glen Moser, Gay, Olive Branch, Miss.; J. W. Wofford, Union, Union, Miss.; John Hurd, Maxie, Truman, Ark., and W. T. Ellis, Munford, Munford, Tenn. The latter is going west for a while, and has turned over the operation of his theatre to his partner.

About 400 Memphis and area theatres ran a two-minute appeal for Korean aid. George Gaughan, owner, Normal, and Tennessee motion picture chairman for the American-Korean Foundation drive, said most of the theatres running the appeal followed it with cash collections.

Four young New Yorkers were traveling horseback from Texas to New York, two boys and two girls, members of families in the New York City area. Al Rothschild, Memphis manager, National Screen Service, was keeping in touch with the foursome, and after spending the night Sunday in Holly Springs, Miss., one of the pack horses developed a sore foot, and Rothschild sent for the pack

horses by truck to Holly Springs, Miss., having them shipped on to Nashville, Tenn., so the party would not have to lose more time on the road.

A visitor to plug "Stalag 17," Robert Strauss did radio, television, and press interviews.

Loew's Palace is installing CinemaScope and stereophonic sound. The Malco is already equipped for CinemaScope. Loew's has a 2.55 to 1 aspect ratio.

Delmer Delaney is the new owner, Joy, Saltillo, Tenn. . . . A new drive-in opening is the 64 Drive-In, Whiteville, Tenn., owned by Robert Wilson. . . . Marvin Scott is the new owner, McRae, McRae, Ark.

New Orleans

William Holiday, manager, Paramount, was host to circuit executives, independent exhibitors, bookers, film buyers, press, clergy, radio-TV representatives, civic officials, and invited guests at the Paramount tradeshow at the Imperial.

Alvin Daste, who is having an all-colored theatre erected on 2100 Cavin Avenue, contracted with Joel Bluestone to do the buying and booking. He named the house the Cavin.

Seen about were Anna Molzon, Labadieville, La., and her father, Robert Molzon, Norco, La.; William Sendy, Patio, and his pals, S. J. Gulino, Kenner, Kenner, La., and E. W. Ansardi, Buras, La.

J. L. Dugan, Fox, Shuqulak, Miss., notified Transway that in order to make certain improvements and repairs, the theatre will only operate on Fridays and Saturdays for five or six weeks. . . . Mrs. L. M. Rube reopened the Carolyn for Friday and Saturday shows until Aug. 1.

J. L. Bolton opened his new Community, Bolton, Miss.

Allied Gulf's news letter asked all exhibitors to have their local banker wire Secretary of Treasury George H. Humphrey to prevail upon the President to sign the tax elimination bill, to wire respective Congressmen and Senators to prevail upon the President and explain the necessity for signing the bill to keep the industry alive, and to wire the governor to prevail upon him to request the President to sign the bill.

Charles Gulotta, Fox, died at Mercy Hospital after a brief illness. He was 51. Religious rites were conducted at St. Raphael's Church with burial in Greenwood cemetery. He is survived by his widow, four sons, his mother, two brothers, and three sisters. Many of his fellow exhibitors and members of the industry attended the funeral.

Frederick William Johnston, father of Mrs. Mary Morris, Paramount, died at the age of 74. He is also survived by his widow, two grandchildren, and one great-grandchild.

R. E. Hook, Hook Theatres, Aliceville, Ala., assumed half interest in the 45

Drive-In, Macon, Miss. His partner is G. D. Addkison. They will do their own buying and booking.

Fred Houck was seen around. So was L. E. "Jack" Downing, Haven, Brookhaven, Miss., who first called on his buyer-booker, Sammy Wright.

Sue Jones will suspend operations at the Hill Top, Clinton, Miss., through Sept. 7. . . . The Livonia, Livonia, La., ceased operations. . . . Mrs. Ernestine Colligan advised buyer-booker Russell Callen that she will shut down operations for two months. . . . The three musketeers, William Sendy, Patio; E. W. Ansardi, Buras, La., and S. J. Gulino, Kenner, Kenner, La., made the rounds. . . . Harry Willard, Jim Handy Company, Detroit, visited. . . . Billy Fox Johnson, Fox Theatre Enterprises, Alexandria, La., was in.

Max Connett was in from Newton, Miss. . . . James Cook, Jr., Cook's Scotlandville, La.; Herb Hargroder, Beverly Drive-In, Baton Rouge, La.; Ernest Drake, Ideal, Ponchatoula, La., and Mrs. O. J. Barre, Luling, La., were seen about. . . . Louis Dwyer, booker, Paramount, is doing some fishing during his vacation, while Lea Collinatis, PBX operator, chose Houston, Tex., for her vacation spot.

Maurice Venable, Cankton, Cankton, La., and R. A. Guidry, Bijou, Delcambre, and Erath, La., was seen powwowing with the latter's pop, Milton. . . . Mercedes Blanchard, formerly with Dixie in the inspection department, is now with Lippert. Helen Davis, part time inspectress at Dixie, now is on a full-time schedule. . . . UA district manager George Pabst was a Dallas caller. . . . G. Y. Harrell, Jr., manager, Manley's, was in Lake Charles, La. . . . E. T. Colongne, coowner, Bell, called on buyer-booker J. G. Broggi. . . . John Richards, vice-president, Slidell Theatres Corporation, is back after an extended stay in Jackson, Miss. . . . Harry Brown, booker-manager, Century, Mobile, Ala., was a caller. So were E. Jenner, Laurel, Miss.; Jack O'Quin, Kaplan, La.; Teddy Solomon and his booker, Lonnie Davis.

Don Kay is recuperating after a brief stay in the hospital. . . . Nick Lamantia sold the Ritz, Bogalusa, La., to his brother, Charles.

Mrs. Olga Rousseau, Warners, was vacationing. . . . Mrs. Ed Thomasie, who has taken over the management of the Royal, Marrero, La., since her husband's death, was a caller. Her daughter, Mrs. Vernon Capdeville, lends a hand in the management.

Mr. and Mrs. I. Oberlin, Ritz, Natchez, Miss., stopped to chat after calling on their buying-booking agency, J. G. Broggi. Together, they related how they were the first in that section of Mississippi to present 3-D.

Tom Neely, Sr., manager, NTS, has cause for jubilation considering his recent sales, three Simplex stereophonic sound systems and seven Walker plastic molded wide-screens, all in a week. The

Saenger, Mobile, Ala., and Paramount, Jackson, Miss., Paramount-Gulf, and Sank Taylor's Arabian, Laurel, Miss., purchased the sound. The wide-screens were sold to Vincent Smolcich for his Roxy, Biloxi, Miss.; Joseph Barcelona, Regina, Baton Rouge, La.; Paramount-Gulf's Paramount, Jackson, Miss.; Taylor's Arabian, Laurel, Miss.; Gidden's and Rester's Downtown and Brookley, Mobile, Ala., and Slidell Theatres's Tudor.

Jack Luster, general manager, W. W. Page Theatres, Robeline, La., was here on a shopping tour for new projection techniques besides booking. . . . R. E. Hook, Aliceville, Ala., was here. So was Allen W. Vowell, Liberty and the Lakeview Drive-In, Taylorsville, Miss. . . . Ethel Neal, Lucas Conner's secretary, Warners, is back from her vacation.

Ruth Toubman, secretary, South-eastern Theatre Equipment, left on a pleasure tour in the east. . . . Mr. and Mrs. Cecil Kendrick and cashier Joan Johnson, Milba, Haynesville, La., accompanied by friend, Mrs. Wilson Brewer, were J. G. Broggi callers. Also visiting with Broggi was B. V. Sheffield, Sheff, Poplarville, Miss.

Joseph Barcelona, Regina, Baton Rouge, La., and Vincent Smolcich, Roxy, Biloxi, Miss., were among the National Theatre Supply callers. . . . Ben Hill, U-I, was here beating the drum for "Thunder Bay," Joy. . . . Milton Guidry joined the crowd at Gentilich.

Frank DeGrauw, F and R Enterprises, was looking about for new kind of equipment, as was Mathews Guidry, Pat, Lafayette, La.

Mr. and Mrs. Tom Watson, Ellisville, Miss., were in. . . . Sid Fuhrman conferred with his buyer-booker, Russell Callen, Associated. He owns and operates the Lake, Mandeville, and Madison, Madisonville, La. . . . Rene Brunet was busy as a bee. . . . Mr. and Mrs. William Castay and son, suburban Arrow and LaPlace Drive-In, LaPlace, La., were on a pleasure jaunt in Key West and Miami, Fla. . . . The membership in the Women of the Motion Picture Industry is increasing.

Peggy Gordon, dancer and movie starlet, was in to beat the drums for "The Band Wagon," Loew's. She was welcomed by manager Rodney Toups and Jack Weiner, MGM field press representative, at a luncheon in her honor with press, radio-TV, and exchange representatives attending. Later, she was interviewed on both radio and television. Next came Marcia Henderson, in "Thunder Bay," Joy, for around-the-clock activities, which included luncheons and dinners by U-I exchange manager C. R. Ost and publicity representative Ben Hill and executive heads of theatre, Ernest MacKenna, Eldon Briwa, and L. C. Montgomery, with press, radio-TV, local, New Iberia, La., and Morgan City, La., civic personalities in attendance. At the luncheon, Bernard Trappey, New Iberia, presented her a membership certificate making her an honorary member of the

Ancient Order of Creole Gourmets. The third visitor from Hollywood was Robert Strauss, in "Stalag 17," Saenger.

Joy N. Houck's completely remodeled Strand is scheduled for reopening on Aug. 14 as the Panorama. It is being equipped with a metallic screen to extend from one side of the theatre to the other and to reach from the floor of the stage almost to the ceiling. The Panorama will open with "Salome" at popular prices.

Joy N. Houck, president, Joy Theatres, Inc., and head, Howco Production Company, advised completion of "Untamed Mistress," with Sabu, to be distributed by Lippert Pictures. The company is planning a film with a Louisiana locale, to be shot in color for the wide-screen process.

Lionel J. "Lew" Langlois has plans underway for remodeling the front of his Alamo, New Roads, La. He assumed full interest in both the Alamo and Star, which he purchased from his partner, L. V. Pourciau.

Without the least commotion, more than 200 patrons at the Gentilly paraded out of the theatre when a blaze and smoke discharging from the air-conditioning system were discovered. Firemen quickly extinguished the blaze, and the show went on. The theatre is owned by Harold Bailey and I. Roy Calamia.

Bernard Fonseca purchased the Ashton. The sale was by auction to settle an estate.

Alabama Birmingham

A board of 19 members was named by the City Commission to handle film censorship. It will preview movies, and report to the police chief "facts which constitute or might constitute or might involve" violation of the city code prohibiting exhibition of lewd or obscene films. It is against the law for a picture to be shown without advance screening by the board if it demands it. The police chief formerly served as censor.

Arkansas Little Rock

When the Littletown, Poyen, Ark., opened, manager Don Bailey held open house.

Florida Miami

Every Friday finds the Claughton Circuit managers meeting to discover how best to exploit product, etc. A different manager chairmans each meeting, standing the cost of coffee and donuts. . . . Oran Cohen, Strand, finds that "Family Night" is helping business.

J. Fred Muggs, NBC television chimpanzee, was making personal appearances at the Miracle, Coral Gables, Fla.; Essex, Hialeah, Fla.; Boulevard Drive-In, and Wometco houses. . . . Charles McAdam, Wometco maintenance, is the father of a boy, his first child. The mother is a former purchasing de-

partment secretary. . . . Herb Rubinstein, Center, was temporarily at the Cameo while Gene Race was vacationing. . . . Also vacationing were Marty Wucher, Town, and George Aylesworth, Biltmore. . . . Mary Wilkins is new in the Wometco main office. . . . Carl Jamroga is doing relief at the Carib, Miami, Miracle, and Lincoln.

Eli Arkin, Grand and Skydrome, West Palm Beach, Fla., city manager for Wometco, paid a visit to the main office during his vacation.

Jimmy Camp, Bunche, was vacationing. . . . Going to work after the last show one night, Keith Hendee and his crews at the Gateway, Fort Lauderdale, Fla., started erecting the 3,200-pound aluminum frame for the CinemaScope screen while the screen was still in New York. The screen was put on a plane in Gotham at 1:30 a. m., arrived in Fort Lauderdale about six hours later, and was in place for the first performance the same afternoon. Hendee also received a great amount of publicity in the Broward County edition of The Miami Herald with a feature on the wide-screen and a "human interest" article on his Saturday morning kiddie shows.

Vacationing was Mrs. Iola Megaw, head auditor, Claughton Theatres. . . . Sidney Meyer's secretary, Helen Porter, was vacationing. Other Wometco vacationers included Lillian Rowe, accounting, and Margaret Tremblay, secretary to Richard Wolfson, legal department. . . . Flynn Stubblefield has been conducting a theatre preference survey among residents in the vicinity of the Center. . . . Stanley Stern, in addition to his duties as real estate department head at Wometco, is now assisting Frank Myers in purchasing and maintenance. . . . Krag Collins was relieving George Aylesworth, Biltmore, while Aylesworth vacations. . . . John Cunningham, 27th Avenue Drive-In, is recovering from a virus attack. . . . It's a boy, his first, for the James Maurys. He's a Wometco relief manager. . . . Paul Baron was publicizing the opening of the North Andrews Drive-In, Fort Lauderdale, Fla. . . . Al Willkie, Florida State publicity department, was vacationing.

Louisiana Vidalia

Baker Newton and Ernest Davis opened their new drive-in on the outskirts of this city. The spot has space for approximately 500 cars and seats for approximately 50 walk-ins.

Mississippi McComb

The State closed for repairs and installation of wide-screen and stereophonic sound and equipment.

Clarksdale

The Delta, a landmark, was destroyed in a \$75,000 fire which also damaged several offices. It had been a second-run for years. Pat D. Holcomb, owner, plans to rebuild the building, but not as a theatre.

NEWS OF THE

Territory

Chicago

Helen Roberts, Albert Dezel staff, reported improved conditions in Europe.

Kenneth Collins, formerly Indiana manager for the Greater Indianapolis Amusement Company, joined Republic. . . . Frank Stewart reconstructed his Family Drive-In, Clinton, Ill., after \$15,000 damage was done by a wind-storm.

Walter Kohlhorst, Fairy, Napanee, Ind., is better after hospitalization.

Amateur moviemakers are disturbed over a proposed city law, incorporated in a revised electrical code, which calls for professionals in the operation of any projector using more than 15 amperes of electricity and showing larger than 16 mm. film. D. J. Talbot, chief city electrical inspector, said the proposed law is a safety measure, since most electrical circuits might be overtaxed.

James Donohue, Paramount division manager, convalesced at home after illness. . . . Bruce Kixmiller, Bicknell, Ind., exhibitor, took an Alaskan trip.

E. G. Fitzgibbons, Paramount publicist, vacationed at Kelly Lake, Suring, Wis. . . . Al Kvoool, Warner Theatres zone manager, was made a granddad by his daughter, at present in Germany.

Mrs. Arthur Manheimer, wife of the National Screen Service manager, visited their son in Pensacola, Fla. . . . Leonard Hraha was named Cosmo manager.

A \$600,000 anti-trust action was filed by Sidney Tague and the estate of Harry Tague, Bryn Mawr operators, covering 1942-1952.

Sidney Sankstone, former Ridge operator, passed on. . . . Stan Levine, salesman, transferred by National Screen Service, brought his family from New York.

Warren Slee, MGM publicist, and his wife, airplanned to Honolulu in celebration of their 20th wedding anniversary. . . . George Bush, RKO chief booker, received news that his son George, stationed at Korea, was promoted to captain. . . . The Town, Freeburg, Ill., managed by Al Keuss, Jr., upped admissions.

Rod Stevens, son of Harold Stevens, Paramount exchange manager, is assisting his dad this summer. He enters college this fall. . . . Al Raymer, Manta and Rose, vacationed at Aspen, Colo.

Harry Rouda, Shore manager, and his wife sojourned at Abe Martin lodge, an Indiana state park. . . . The Midway Drive-In, midway between Elkhart, Ind., and Goshen, Ind., was picketed. . . . Larry Whittaker, Tivoli manager, is receiving condolences over the passing of his wife, Josephine.



Seen at a recent press-radio luncheon in honor of Otto Preminger, producer-director, UA's "The Moon Is Blue," Seattle, were, left to right, Herbert Sobottka, city manager, Hamrick Theatres; John Hamrick, president, Hamrick Theatres; Preminger; J. Willis Sayre, The Post-Intelligencer drama editor, and others. The film opened at Hamrick's Music Box.

Competition started among exhibitors for the first-run of 20th-Fox's "The Robe," with a scheduled release date of Sept. 23, as the company invited bids in its first CinemaScope feature. It is understood that the minimum terms asked by the company is 70 per cent of the gross receipts, with the exhibitor guaranteed 10 per cent of the gross as profit, the picture to play as long as Fox wants it to continue. "The Robe" was recently granted an unlimited first-run by Federal Judge Michael L. Igoe, exempting it from the two week limit imposed by the Jackson Park decree on pictures running in theatres affiliated with the defendants in the Jackson Park case. Exhibitors would also receive five cents for each sale of a program book to be sold in connection with the film.

The 37 Drive-In, south of Farina, Ill., opened. Paul Woods, Lester Kellums, and Junior McNeely are owners and operators. The southern Illinois spot has 350 speakers.

William L. "Chip" Wilkinson 44, was readying the projector at the Orpheum, Harrisburg, Ill., when fatally stricken with a heart attack.

Paul E. Woods was named manager of the new drive-in opened near Farina, Ill., by Kellums, McNelly, and Woods, Louisville, Ill. . . . James Kertel's Times returned to full time at South Bend, Ind.

Ted Tokarz reopened the Hegewisch, Hegewisch, Ill. . . . Harry Goldman, United Artists district manager, escaped surgery at the hospital, and convalesced at home.

Louis B. Mayer was prominent in the evening dress crowd attending the Cinerama premiere which produced \$15,000 for the benefit of Peacock Camp for Crippled Children.

Temporarily shuttered were Rod Lorenz' Kee, Kewanee, Ill., and the Rivoli, Danville, Ill.

Wally Heim, United Artists area publicity director, has a new son, Mori Mark Heim, in addition to his two young ladies.

Lori Nelson came to promote U-I's "All I Desire." . . . A daughter, 29, of Herman Busch, Paramount projectionist, Kalamazoo, Mich., passed on.

Curtis Downen reopened his drive-in, between Benton and McLeansboro, Ill., heavily damaged by a tornado.

Lester B. Isaac, general manager of theatre operations, Cinerama Productions Corporation, announced the appointment of Doug Helgeson as managing director, Eitel's Palace, where "This Is Cinerama" opened. Helgeson has arrived in Chicago from Los Angeles, where he occupied the post of managing director of Warners Downtown.

Dallas

Julian Bowes, U-I publicity, brought stars Julia Adams and Hugh O'Brian in after a successful San Antonio, Tex., premiere of "The Man From The Alamo." Miss Adams and O'Brian were guests at a press-radio luncheon hosted by Bowes and R. W. Wilkinson, U-I executive. Miss Adams regrettably refused an invitation to attend the monthly luncheon of The Women Of The Motion Picture Industry because an early matinee appearance at the Majestic filled her schedule. She insisted the sequined formal she wore for the stage appearance just wouldn't be appropriate. O'Brian added to the Texas friends he made while here last fall with the Texas COMPO Star Tour. He was unable to remain for the opening of the picture but Chill Wills, always a Texas favorite, arrived to make personal appearances with Miss Adams. Bill White, Interstate publicity man, acted as master of ceremonies.

Claude C. Ezell, president Ezell and Associates, and R. I. Payne, vice-president and general manager, Theatre Enterprises, Inc., co-chairmen for the 1953 Texas Theatres Crippled Children's Fund Drive for the Gonzales Warm Springs Foundation, called a meeting following the screening of the collection trailer, "Spencer Tracy Comes to Texas." The statewide drive for theatre collections was announced for Sept. 3-9. For the fourth year, the motion picture theatres of Texas will participate in a campaign for funds for the Foundation. Governor Allan Shivers is an advisory member of the 1953 committee, consisting of John Q. Adams, Wallace Blankenship, Leroy Bickel, Lew Bray, Tom W. Bridge, Eph Charninsky, Mart Cole, Bruce Collins, H. A. Daniel, Don Douglas, William E. Finch, Henry S. Griffing, H. J. Griffith, Henry Hall, Karl Hoblitzelle, John J. Houlihan, Phil Isley, Ed Laird, Sam Landrum, Claude Motley, Louis Novy, S. L. Oakley, R. J. O'Donnell, Henry Reeve, Al Reynolds, Kyle Rorex, John H. Rowley, Sol M. Sachs, Harold Schwarz, Mark Sheridan, Paul Short, Lynn Smith, Preston Smith, Jack Underwood, Henry C. Vogelpohl, Paul Wakefield, Charles Weisenburg, Ray Wild, and R. N. Wilkerson. Payne suggested that exhibitors arrange to screen the trailer before civic leaders prior to the opening day at the theatre. It was also suggested that exhibitors call upon Boy Scouts and other groups

for help in making the audience collections. Wild, president, Colosseum of Motion Picture Salesmen, arranged for special screenings for the Film Row bookers and also for the salesmen. Attending the screening for film salesmen were Wild, Wayne Love, Stanley Wilbur, J. H. Alexander, Joe Beckham, Earl Weaver, "Mon" Whitcher, L. E. Harrington, H. S. Ferguson, J. L. Lyne, R. J. Brown, C. M. Miller, E. C. Elder, B. T. Burnside, E. C. Fitzgerald, Pete Clarke, Jack L. Haynie, J. E. Mitchell, Frank Rule, Dick Bond, and W. Lillard. The drive is sponsored by Texas COMPO. "Spencer Tracy Comes to Texas" directed by Harry W. Loud and produced by Frank Whitbeck at MGM's studios, is a dramatic message to Texans about Texas and introduces young Donald Townsend, receiving treatment at the Foundation. National Screen Service pledged support in distribution. Film shipping lines will make free deliveries. The entire campaign has been prepared by Ray Beall Advertising.

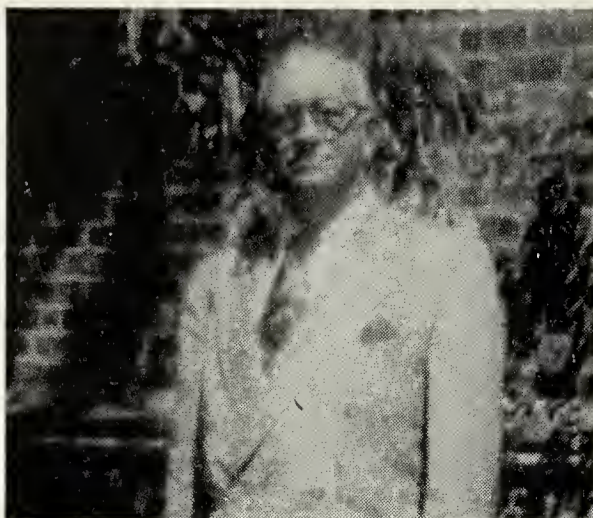
George M. Hight, Whitewright, Tex., bought the Arcadia, Bells, Tex., from W. T. Burkhalter.

INTERSTATE ITEMS — Van Alen Holloman, Interstate chief of counsel, and Mrs. Holloman parked their youngsters at camp in Kerrville, Tex., before vacationing at Grand Hotel, Clear Point, Ala. . . . Mr. and Mrs. Ted deBoer spent a month in Denver. deBoer, controller for the company, followed doctor's orders to "get away from it all." . . . Ruth Neff, recently recovered from surgery, returned to secretarial duties for Howard Baskin, booker. . . . Publicity director Frank Starz's "Gal Friday," Melba Marten, returned from a California vacation.

Tower's Harold Schwarz was in Baylor Hospital for checkup and rest. He kept secretary Ruth Gay commuting from Jackson Street to Baylor with work assignments. . . . Walter Penn, booker, Bearden Circuit, vacationed. . . . C. J. Zern and W. J. Zeidlik, Altec, left for Tulsa, Okla., to work with P. J. Aubry, Altec inspector, supervising installation of stereophonic sound at the Orpheum. Aubry is based in Tulsa.

W. H. Mattingly, formerly with American Desk Manufacturing Company, visited Film Row after returning from a trip through eastern seaboard states and Canada. . . . When Colonel H. A. Cole and tax committee members stretched their 10-minute appointment with President Eisenhower to 25 minutes, someone on the Row speculated that the Colonel had taken along a gin rummy deck. . . . Inspector L. W. Felder, Dallas Altec office, vacationed. . . . According to Leon Abrams, J. C. Long Circuit, lightning struck the tower of the Showboat, Texas City, Tex., three times without causing fire. . . . James E. Riggs' Lone Star Drive-In joined the 3-D'ers.

Rueben Williams left for Galveston before attending the opening in Pasadena, Tex., of the Red Bluff Road Drive-In. Williams is a partner in the theatre operation, a Phil Isley Circuit drive-in.



Neal Houston, Sr., Dallas, recently joined Manley, Inc., popcorn dealer, as southeast and north Texas representative.

C. O. Wise, general manager, Isley Circuit, left Dallas for Pasadena to arrange the opening.

The Variety Club, Tent 17, held a meeting. The free buffet for members was followed by discussion of plans for "Variety Carnival Night" on Aug. 15 in the Hotel Adolphus Roof Garden. . . . Theo Routt's mother, Mrs. Rosalie O'Neal Routt, was honored at Vickery Park on her 92nd birthday. Theo, James, and William, her three sons, and their families attended the reunion.

Altec Service Corporation added Ralph M. Ingraham to its list of southwestern field inspectors. Ingraham is based in Dallas. . . . Bobby Bixler, Paramount publicity, returned from Memphis on a tour with Robert Strauss, in "Stalag 17," in time to leave with Mrs. Bixler for Bing Crosby's ranch at Elko, Nev. . . . T. W. "Ted" Lewis, buyer-booker, brought in his 20-month-old granddaughter, Debbie Jackson. She stole the show with her blonde curls and dimples and looked like a fashion plate in blue net, made by Grandma Lewis, and tiny white nylon gloves. . . . Stormy Meadows returned from Houston, Tex., with friends from Chicago. . . . Paramount division manager A. M. Kane had a Golden Jubilee tour with three pictures. The first trade screening was held at the Capitan, and the following day at the Ost, Houston, Tex. The San Antonio, Tex., Josephine was on the third day of the tour.

A bit of the Continental air clung to J. B. Underwood, branch manager, Columbia, when he walked in at 1818 Wood Street for the first time since returning from his European tour. . . . At National Screen Service, Sheila Westrop is the new contract clerk following Patsy Poston's resignation, and Juanita Boone is now in the accounting department. . . . H. V. Wilson, Amarillo, Tex., and Johnny Fagan, Borger, Tex., were in. Both are Weisenburg partners. . . . The following Rowley-United managers were in: Buck Jones, Waxahachie, Tex.; A. E. McClain and son, Mike, from Hillsboro, Tex.; Travis Arnold, Malvern, Ark., and Alex Blue, McAlester, Okla.

Alfred N. Sack, Coronet, returned from a vacation in California to find "The Seven Capital Sins" going into a

fifth-week. Sack reports buying and booking a lot of good product while on the west coast.

E. K. Dalton, head booker RKO, will join Jefferson Amusement Company's personnel when the Dallas booking office closes on Aug. 21 to move to the home office at Beaumont, Tex. . . . Hugh Brand has taken over management of the Post Oak Drive-In, Houston, Tex. A son-in-law of the late J. S. Groves, Brand had worked with him in the theatre management since Groves' illness last spring. . . . Interstate's Anthony Todora has taken over management of the Tower. He had been treasurer at the Palace, a position now filled by Merlin Ruth.

Announcement was made by E. L. Williamson, secretary-treasurer, All States Theatres, of the purchase by his company of the Key City Drive-In, Abilene, Tex., from Maurice S. Cole. Acquisition is the further carrying out of the \$1,600,000.00 expansion program announced by Tom Griffing, president, All States. Since that time, the company has completed and placed in operation the Duke City Drive-In, Albuquerque, N. M., and has enlarged its Terrace Drive-In, Albuquerque, into a twin drive-in. It also purchased 20 acres of land in Hobbs, N. M., for additional expansion there. All States Theatres has its headquarters in Abilene, having recently moved into the new office building at 1833 South Treadaway Boulevard. It also recently finished a large warehouse. Other officers are C. C. Wolfe, vice-president; James Griffing, vice-president; E. L. Williamson, secretary-treasurer, and Margaret Malone, assistant secretary-treasurer. Ted Levine, Dallas, is the buyer and booker.

PETTICOAT PRATTLE — Seventy-six members and guests had a good laugh when the Women Of The Motion Picture Industry listened to Dr. R. E. Jackson, Denton Tex., the guest speaker at the monthly luncheon meeting. "Professor Jackson," retired government and history teacher of Texas State College for Women, graciously gave the club of his time and humor, and the girls are clamoring for a second edition. The centerpiece was sent to Harold Schwarz, Tower, in Baylor Hospital for a checkup and rest, with best wishes. The meeting was highlighted by guests, with Chill Wills speaking a few words of greeting. Other guests included Mrs. Besa Short, who received warm applause; Mrs. Robertson, Richardson, Tex., an associate member, and her guest, Mrs. Pat Bomar; Mrs. Joy Hellum, Sterling Sales Company; Carolyn Rains, Altec; Henrietta Mathews, RKO; Yvonne Davis, Shirley Dodd, Mary Meade, and Willie Milner, National Theatre Supply; Mrs. Bernice Franconi, Capital; Bob Brock, assistant amusement editor, The Times Herald, and George O'Bannan, O'Bannan Agency. O'Bannan promptly invited several members to appear on his "Hot From Hollywood" drive-in-sponsored TV show. Doris Witherspoon, Falls Theatre Service, and Joyce Smith, Southwestern Theatre Equipment, were the guests.

Hostesses were Lea McCain, Ezell and Associates; Dorothy McCullough, National Screen Service; Virginia Simmons, Heywood Simmons Booking Service, and Billie Webb, 20th-Fox. Marilyn Bragg, chairman, program committee, on vacation, was unable to attend. Meeting her brother, Jarrell, Miss Bragg motored to Colorado. Before leaving, she announced the program committee for August. Hostesses are Rosa Browning, RKO; Madee Bradley, Paramount; Debbie Rondeau Cameron, Rowley United, and Minna Mae Stevison, Warners. Brief announcements were made about the new chapters of the Women Of The Motion Picture Industry. President Verlin Osborne told the girls of the progress of the Atlanta group, and Billie Stevens, treasurer, reported on New Orleans activities. Agnes Garcia, Paramount, is president, New Orleans group, and Edith Bryant, NSS, is temporary chairman, Atlanta group. President Osborne advised that election of certain officers was due at the August closed meeting, with only charter members whose dues are paid to date admitted. The board decided that a nominating committee of three be chosen to select the candidates suggested by members, and to count the ballots at the August meeting. The president appointed one member of the committee, Rosemary White, Metro, while the board selected the second member of the committee, Lorena Cullimore, Columbia, and the members elected Helen Jane Hahn, Allied Theatre Owners, to serve as the third member. Final voting will be done by the members, using sealed ballots, at the Aug. 27 meeting.

Geneva Gragg, Adelman Theatres, is vacationing. . . . Robbie Burns, secretary, replaces Thelma Jo Bailey at UA. Mrs. Burns is the wife of Bill Burns, who books at U-I. . . . Susie Coleman, temporary chairman, WOMPI bulletin committee, held the first meeting with committee members. Dorothy McCullough, NSS; Margarette Rowland, Superior Booking Service; Virginia Simmons, Heywood Simmons Booking Service, and Doris Witherspoon, Falls Theatre Service. The first issue will be out before the August meeting, and plans are that it will carry reports of all committees to inform members of activities. The suggested name, Sound Track, has not been definitely accepted, it was reported.

Mrs. Norman F. Harris, well-known as "Peggy," after 12 years as secretary to F. R. Hanson, manager, National Theatre Supply, chose July 25 to launch the career of Norman F. Harris, II. Her new son weighed eight pounds, 10 ounces, and won the \$5.75 jackpot for his dad. NTS's employees selected their favorite day for the young man's arrival, put up a quarter, and waited. One of the last to join the contest was Harris, and he was forced to take the picked-over choice, July 25. Cigars and candy were much in evidence at NTS. . . . Also of National Theatre Service, Mary Meade's engagement to Dalton Nash was announced by way of her third finger, a diamond.



Barney Balaban, Paramount Pictures president, who recently took time out during a recently coast studio visit to meet with western sales executives for a discussion of future plans, is seen at the Los Angeles branch with George A. Smith, left, western division manager; and Al Taylor, branch manager, and Lester Coleman, assistant to Smith.

Figuratively speaking, Virginia Simmons spent her luncheon period in Saudi Arabia when she entertained Natalie Andrews, home on medical leave. Miss Andrews, after 18 months at Dhahran, Saudi Arabia, had many interesting facts and comparisons between United States living and life with the Arabian-American Oil Company. Miss Andrews reported that popcorn was not allowed at theatres, and that a surprising number of the showgoers popped their own corn, and took it along.

A wire to President Verlin Osborne from Frankie English brings in Atlanta as the third club in the Women Of The Motion Picture Industry. Newly elected officers are as follows: Laura Kenny, UA, president; Barbara Bensen, U-I, first vice-president; Frankie English, Paramount, second vice-president; Stella Poulnot, Republic, secretary, and Lois Cone, Martin Theatres, treasurer. Members of the Atlanta club believe they will have more charter members than the Dallas club by the time membership is closed. New Orleans is the second club in the group. The power of publicity was illustrated when Miss Osborne told the members she had received a nice letter from a girl in RKO, New York City, asking where and how to join the Women Of The Motion Picture Industry in her city. The recent issue of EXHIBITOR featuring the club prompted the query, as it did the long distance from C. H. "Buck" Weaver, Paramount, Oklahoma City, inquiring as to the "cover girl's" activities.

Denver

Harold Wirthwein, Allied Artists western division sales manager, conferred with C. J. Duer, branch manager, on product.

The Esquire was comfortably filled for the all-day screening of new films by Paramount. . . . Robert Patrick, independent distributor, owner, Realart and Preferred, flew to Los Angeles. While there, he made arrangements to distribute "Hannah Lee" in the Denver and Salt Lake City areas.

Demand for tickets to the annual "Denvereties," put on by local Variety Club, Tent 37, indicates it will be sold out, at \$10 a ticket, far in advance of the event, due on Aug. 19, at the Park Hill Country Club. The day will open with golf, followed by lunch, then picnic games, including the annual softball game between the distributors and exhibitors, horseshoes, bridge, etc. The day will wind up with the awarding of a fabulous list of prizes, the dinner, and a dance. The list of prizes was swelled with the receipt of a three-day stay at the Flamingo Club, Las Vegas, Nev., made possible through the cooperation of Ben Goffstein, past Chief Barker, Las Vegas, Tent 39, Variety Club. It behooves any theatre folks who want to attend to be sure and get their ticket order in at once, sending it to Henry Friedel, ticket chairman, Box 1680, Denver 1.

The district managership of Denver city district, Fox Inter-Mountain Theatres, has been given to Ray Davis, who will add the duties to his already heavy schedule of supervising the northern district. The post of Denver city manager has been vacant for several weeks since Hall Baetz left for Seattle to assume the general managership of Sterling Theatres.

Herbert Buschmann, United Artists salesman from St. Louis, has been added at the local branch, and will live in Albuquerque, N. M., so that it will be more convenient for him to cover New Mexico. He succeeds Al Brandon, who quit to organize a film booking-buying agency.

Robert Patrick, owner of several independent film distributing franchises, has bought the Inter-Mountain Film Exchange from Dick Ivy and Gene Vitale. Vitale has gone to work for Patrick as a booker, with Ivy not announcing his plans as yet.

Joe Ashby, general manager, Allied Rocky Mountain Independent Theatres, went to Steamboat Springs, Colo., to get in some fishing as well as to look over a couple of theatres in which he is a partner.

Robert Ely has been added as assistant booker at United Artists.

Des Moines

Alvin Hopper, manager of theatres in Humboldt, Ia., for the Iowa United Theatres for the past five years, has been appointed manager, Pastime and Chief, Maquoketa, Ia., succeeding C. R. Lindblad, resigned. . . . The Dayton, Dayton, Ia., after being dark for several months, has been reopened by Glen Bender, who operated the theatre at Collins, Ia., for several years. Showings at the Coin, Coin, Ia., have been suspended until a new manager can be found. . . . Jake Cohen, operator of the drive-in at the municipal airport at Ottumwa, Ia., opened a second outdoor spot south of the Ottumwa city limits. . . . The Tulip, closed at Orange City, Ia., for the summer, will be reopened in September by Ed Utech.

Kansas City

The Sun, Louisburg, Kans., will only be open on Thursday, Friday, and Saturday nights during the remainder of the summer. . . . Mrs. Norah Friend sold the Granada building, Lawrence, Kans., to the Commonwealth Circuit. . . . William J. Gabel, district manager, Dickinson Circuit, was a passenger in a car driven by Glen W. Dickinson, Sr., when it was hit by a truck at the Highway 71 by-pass and Outer Belt Road. Gabel was severely injured, but Dickinson was uninjured.

Fox Midwest Circuit installed a Pan-O-Raydiant screen in the Plaza. . . . Bea Freeman, stenographer, Allied Artists, is planning a vacation to Denver to visit her sister and then will go to Grand Junction, Colo., where she will be the guest of Marguerite Levy, former Paramount booker.

Happy birthday goes to Ann Hanson, Stanley Durwood, Jack Frost, Virginia Marcus, A. H. Cole, and Bea Freeman.

The many friends of Harry Taylor were grieved when word was received from Los Angeles that he had died. He had spent most of his life here in exhibition and distribution. His father owned the old Queen, and the deceased owned the old Diamond. He was a salesman for Pathe, branch manager for U-I and Columbia, and district manager for National Screen Service before moving to California.

Los Angeles

The Surf, Huntington Beach, Cal., is now operating on a full week basis. . . . Earl Rice, Admiral, Hollywood, and Mrs. Rice, will be sailing for Europe for a vacation of several weeks. . . . Vince Murphy, Harry L. Nace Theatres, announced the appointment of Jack Van Leer as his assistant. Van Leer was formerly buyer-booker for the Cinema Park Drive-In, Phoenix, Ariz. . . . Norma Cain, Warner biller, was ailing. . . . District manager Henry Herbel, Warners, and branch manager Fred Greenberg winged to San Francisco. . . . Vincent R. Dixon resigned as general manager, Lompoc Theatres, Inc., and has been succeeded by Jim Womble.

The shifting of personnel by Fox West Coast affected several: Dick Mason was transferred to the La Reina, Sherman Oaks, Cal., from the Stadium, which will be piloted by Ray Duff. Duff formerly managed the Culver, which Frank Ramsey will manage. In addition, Jack White has been assigned to the Carmel, Hollywood, relieving Emmett Shane, awaiting transfer.

Bob Holt, Hollywood-Paramount publicity director, fell heir to the mumps after his young daughter was bedded. . . . Ed Barison, Cinema Distributors, will handle the release of a 3-D, "Robot Monster" produced by Al Zimbalist. . . . Gladys Camp, Warner stenog, was off to Tennessee on a vacation. . . . After delays due to difficulty in securing steel for the reconstruction of a screen destroyed by fire, the Rodeo Drive-In,

Tucson, Ariz., resumed. . . . Visitors from out-of-state in town were: Lloyd Katz, Sperling Theatres, Las Vegas, Nev., and Vince Murphy, Harry L. Nace Theatres, Phoenix, Ariz.

Milwaukee

Veteran projectionist Emil E. Behr, 78, died at his home in Berlin, Waukesha County. He was projectionist of the first movies in Hot Springs, Ark., and, in 1910, opened the Lisbon. He was a member of Local 164.

Al Meskis, manager, Egyptian, has been moved to acting manager, Warner, during the convalescence of Harry MacDonald, who has been ill for several weeks. Anthony Ubl, former house manager, Warner, has become manager, Egyptian.

The Lower Third, closed for 11 weeks, opened. . . . The Atlantic, which has been closed, reopened, and the Empress also opened with burlesque.

Miss Marcia Henderson appeared at the opening of "Thunder Bay" at the Riverside. . . . The Strand will reopen soon.

Minneapolis

Dorothy Mulville is the new Warners biller. . . . Billy Evidon, branch manager, Columbia, Los Angeles, was in. . . . Ben Marcus, Columbia midwest district manager, was in. . . . Ruth Johnson, booker, Columbia, will be married to Roger Dietz, booker, Columbia, at Paynesville, Minn., her home, on Sept. 5. . . . Margaret Johnston is the new MGM biller. . . . Burtis Bishop, Jr., MGM Midwest sales manager, was in. . . . Joan Coleen, secretary to Bill Ronning, Minnesota Amusement Company, vacationed.

Harry Weiss, RKO Theatres district manager, returned from Denver. . . . Ev Seibel, advertising manager, Minnesota Amusement Company, and his family vacationed with Robert Murphy, movie critic, The Minneapolis Star and Sunday Tribune, and family. . . . Otto Kobs installed new air-conditioning equipment in his Oxboro, Bloomington, Minn.

Pius Lesmeister sold the Hoven, Hoven, S. D., to Richard Simon. . . . H. M. Schenecker purchased the interest of his partner in the Webster, Webster, S. D. . . . The Sunset Drive-In, Pipestone, Minn., is screening pictures of youngsters as a promotion stunt. . . . Chick Everhart, owner, State, Walker, Minn., completed installation of a new large-screen and 3-D equipment. . . . The Lake, Stewartville, Minn., is closed Tuesdays and Wednesdays.

Front office and service employes of the exchanges received a 10-cent an hour increase retroactive to Dec. 1, 1952, under a new contract. Representing the employes were Bill Burke, MGM, union president, Marge Jensen, 20th-Fox, union secretary-treasurer, and Bill Donnelly, special representative, IATSE. Arthur Israel, Jr., Paramount, and Larry Leshansky, Warners, represented the distributors.

Samuel Berger, Grand, pleaded guilty to a charge of showing an indecent film, and was fined \$100 in municipal court. Three members of the police morals squad watched "Young Parisian Burlesque" for 15 minutes before halting the show and arresting Berger. It was the same strip-tease film halted at the RKO Pan a year ago under the title "French Peep Show," according to police.

Clarence Ellingboe is the office assistant, Northwest Sound Service. . . . Irving Mills, office manager, Columbia, is leaving to sell women's accessories on the road. . . . Betty Mae Libra is the new stenographer-typist at Republic. . . . Branch managers from Minneapolis, Milwaukee, Omaha, Des Moines, Kansas City, and St. Louis attended a 20th-Fox division meeting conducted by M. A. Levy, 20th-Fox district manager. Chick Evens, 20th-Fox midwest exploiteer, also was present.

Recent out-of-town exhibitors in were Sid Heath, Wells, Minn.; Lawrence Wiesner, Cannon Falls, Minn.; Douglas King, Olivia, Minn.; Pete de Fea, Milbank, S. D.; Burr Cline, Jamestown, N. D.; Mrs. A. L. Davis, Wood Lake, Minn.; Madelyn Swanson, Ely and Tower, Minn., and Al Smith, Winona, Minn. . . . Bert Johnson and Dan Peterson opened their new 300-car Sioux Drive-In, Redfield, S. D. They also operate two houses in Redfield. . . . Welworth Circuit opened the new 435-car Moonlight Drive-In, Moorhead, Minn. . . . William Gunzelman, home office auditor, 20th-Fox, was in.

Lowell Kaplan, film buyer and booker, Berger Amusement Company, vacationed. . . . About 300 persons attended the Paramount screening at the Loring. J. T. McBride, Paramount branch manager, was extremely gratified. . . . RKO Orpheum installed a wide-screen and new stereophonic sound. . . . Sunday use of drive-ins for worship is on the upswing. The Worthington, Minn., Drive-In started with 95 cars holding 266 worshippers, and in three weeks jumped to 133 cars with 407 worshippers.

Oklahoma City

David Hunt, chairman, 12th annual Turtle Derby, Variety Club, Tent 22, announced an idea that should prove a stimulant; for theatres to have a card made up for lobby listing of the prizes of the derby and to run a trailer which the tent will furnish gratis. A derby ticket will be offered to a potential winner of any of the listed prizes, which range from a four door sedan to government bonds of \$1,000 to \$50 denominations. The derby tickets sell for \$10. The derby is to be held on Sept. 12 at the Stockyard Coliseum.

H. K. Buchanan, booking and office manager, and Dave Speake, booker, both of Paramount, spent the weekend fishing at Lake Texhoma, and were sunburned. . . . Sue Coffey, Paramount ledger clerk, was vacationing with her husband in Idaho and Oregon. They sent "wish you were here" cards.

Tom Kelly, construction engineer, Video Independent Theatres, and his wife, Maizie, spent a week in Midland, Tex., where they visited Mrs. Marie Lutz, formerly of Theatre Poster Service and who is now with the Midland Memorial Hospital. . . . There were approximately 500 in attendance at the Paramount "Jubilee Show" held in the Tower.

J. H. Rhoades, accessory department, Video, returned from his vacation in Bellefontaine, O., where he visited his mother and brother. He was immediately called back there on account of the death of his brother, who suffered a heart attack.

Many Oklahoma Cityans had an opportunity to see themselves perform at a special showing for the Kerr-McGee Oil Company employees of "Thunder Bay" at the Midwest. Employees of the Kerr-McGee Company turned actors for a brief time to be stand-ins in the filming.

R. M. Downing, Crown, Collinsville, Okla., opened his new Cardinal Drive-In, Collinsville. . . . J. E. Stribling, Gem, Davenport, Okla., opened his new Rig Drive-In, Davenport. . . . Video Independent Theatres opened the Sooner Drive-In, Miami, Okla., and the Airline Drive-In, Ponca City, Okla.

Reese Warren sold the Wes-Ten to Mrs. Eunice Frantz. . . . Mrs. D. B. Swabb sold the Ritz, Afton, Okla., to Dennis E. Ward. . . . The Rialto, Carmen, Okla.; Bennington, Bennington, Okla.; Frontier, here, and the Fort, Fort Gibson, Okla., closed.

Seen on Film Row were: Melvin Butler, Salina, Salina, Okla.; Mrs. Opal Gray, Esquire, Chickasha, Okla.; Mrs. Elizabeth Tucker, Cimarron, Guthrie, Okla.; J. H. Rush, Broken Arrow Drive-In, Broken Arrow, Okla.; Mrs. R. H. Duckett, Taloga, Taloga, Okla.; J. R. Burns, Kozy, Granite, Okla.; Jim Mote, Friendship, Sterling, Okla.; Wright Hale, Lyric, Spearman, and Palace, Gruver, Tex.; Voleny Hamm, Mount Scott Drive-In, Lawton, Okla.; Frank Nordean, Arcadia, Maud, Okla.; Mrs. C. W. Duncan, Avalon, Wetumka, and Redskin, Weleetka, Okla., and Ray Sparks, Majestic, Temple, Okla.

Portland

Manager Oscar Nyberg, Paramount, was the official greeter when Rory Calhoun, Marilyn Monroe, and Robert Mitchum stopped off. . . . Manager Marvin Fox, John Hamrick Theatres, announced the reopening of the Roxy with a new low price, 25 cents, with children a dime.

St. Louis

Ray Parker, mayor of Brentwood, Mo.; his brother, Norman C. Parker, and others obtained a building permit for the construction of a 700-car drive-in just south of the St. Louis City Workhouse and east of Broadway in the vicinity of 4300 South Broadway. The construction permit estimated the cost at only

\$20,000, and gave Ray Parker as the owner-builder. The proposed drive-in will be the first in the city. There are seven drive-ins in St. Louis County.

In Highland, Ill., the Air Park Drive-In, accomodating some 400 cars, has been sold by Joseph Schremp and Orville Winet to Adolph List.

In Newton, Ill., C. D. Simmons, Cisne, Ill., announced that his new drive-in on Route 33 between here and Oblong, Ill., and accomodating about 300 cars, will have its opening.

Theatres in the trade area took collections for the "Aid To Korea" campaign. . . . The El Capitan Drive-In, Metropolis, Ill., reopened. Its screen tower was wrecked in a tornado.

Robert Woodley, office manager, MGM, left to join the traveling sales staff of the Knapp-Monarch Company. . . . Out-of-town exhibitors seen included: Ben Kramer, Ken, Granite City, Ill.; Tom Bloomer, Belleville, Ill.; Elvin Wieckes, Staunton, Ill.; Charley Beninani, Carlyle, Ill.; Lee Norton, Sullivan, Mo.; Herman Tenner, Vandalia, Ill.; Mrs. Ora Redford, Auburn, Ill., and C. D. Simmons, Cisne, Ill., who opened his new drive-in near Newton, Ill.

In Springfield, Ill., Attorney General Lathan Castle has issued an opinion to State's Attorney Harry Stevens, DeWitt County, advising him that the state's top ranking legal office regards a Clinton, Ill., theatre's "Job Nights" as just a disguise for "Bank Night" lotteries and, therefore, illegal. Stevens, in seeking the legal advice of General Castle, described the "Job Night" procedure used at the theatre in Clinton as follows: The patron files her or his admission ticket and an application for a job as a good will ambassador for the theatre. The job applicant whose ticket is drawn from a box wins the ambassadorship if he accepts within three minutes. He is paid an arbitrary sum for a contract in which he agrees to promote the theatre. General Castle, who based his ruling on the matter on a 1936 opinion of the Illinois Supreme Court that held "Bank Night" to be a lottery and, therefore, illegal under the Illinois state's statutes, did not give the name of the Clinton theatre using the "Job Night" plan. His opinion sent to State's Attorney Stevens is that the theatre's choice of "employee" is not arrived at in the "customary manner of selecting an employee," but depends upon chance. The purchase of the theatre's tickets constitutes the consideration. He added in the opinion that the "employee could be of unsound mind, but undoubtedly would still receive the money offered by the theatre, the receipt depending entirely on chance."

The Illinois Secretary of State, Springfield, Ill., issued articles of incorporation to the Samuel Komm Theatres, Inc., with a capitalization of \$65,000, to own and operate the new drive-in on State Route 111 at its junction with U. S. Route 66 three miles north of Granite City, Ill., and about six miles northwest of

Collinsville which the Komm family is constructing. The Secretary of State also issued articles of incorporation to the Carol Realty and Investment Company, with a capital of \$63,600, which will own the ground occupied by the drive-in.

In Belleville, Ill., a \$35,000 personal injury damage suit was filed in the Circuit Court by Glenn Conley against the Jablonow-Komm Theatres, Inc., operator, Mounds Drive-In, between East St. Louis and Collinsville, Ill., and Joseph Kobylinski, an automobile owner. In his petition, Conley alleged that his automobile and Kobylinski's machine collided in front of the drive-in, and that as a result of the collision he received serious personal injuries. He further charged that the collision resulted due to the negligence on the part of the drive-in management.

In Taylorville, Ill., William Grant, resident manager for the local theatres of the Frisina Amusement Company, Springfield, Ill., announced a major change in policy. The picture schedule for the Capitol is shifted to the Frisina, while the Frisina schedule shifts to the Capitol. Under the new arrangement, the picture changes at the Capitol will come on Sunday and Wednesday with two pictures running at that house on Sunday through Tuesday and two others from Wednesday through Saturday.

Salt Lake City

Funeral services were conducted for Walt Sturgess, veteran film Row worker, who passed away on Aug. 2. He was for many years associated with Columbia, Republic, and with Lippert. Film Row expresses deepest sympathy to his wife Renis, employed by Paramount.

The Horace Heidt concert sponsored by the Variety Club, Tent 38, has been moved up from Sept. 30 to Sept. 6. Advance publicity promises this to be one of the biggest projects yet performed by the Variety Club, proceeds from which will go to the Crippled Children's Hospital. . . . Kenneth O. Lloyd, branch manager, and salesmen Frank Larson, Jr., Leonard Tidwell, Roy Pickrell, and Vern Fletcher returned from the 20th-Fox convention in San Francisco. . . . Elmer Warner, shipper for RKO, was seriously ill. The trade wishes him a speedy recovery. . . . Mrs. May Warner, Allied Artists shipper, was on vacation, Martha Leaver is helping out while she's away.

Ralph Trathen, general manager, Consolidated Theatres, and family was vacationing. . . . Also on vacation was Marion Quast, ledger clerk, Paramount. . . . Wedding bells are ringing on Aug. 22 for Bonnie Stephenson, Allied Artists cashier, who will wed Clayton Larson. . . . Frank H. Smith, branch manager, Paramount, held the Paramount show of three films at the Villa.

The children at the L. D. S. Primary Children's Hospital liked Rex Allen, his guitar, and his horse when he surprised them with a visit. He also appeared at the Veterans Administration Hospital.

San Antonio

Among the out-of-town exhibitors in to book Spanish language films were Gustavo Levenant, Haydee, Dilley, Tex.; Frank Trevino, Ideal, Peansall, Tex.; Jose Ruiz, Latino, Lockhart, Tex.; Jose Carabaza, owner, Carabaza Film Company, Laredo, Tex.; Bob Odom, Odom, Port LaVaca, Tex., and Elias Marin, owner, Fort Davis, Fort Davis, Tex.

R. M. Muse, owner, Aztec, Van Alstyne, Tex., announced that remodeling has been completed.

Local drive-ins started showing 3-D. . . . Gordon B. Dunlap, manager, Clasa-Mohme, returned from Dallas. . . . Mrs. Henry Humann, wife of the newly appointed assistant manager, Clasa-Mohme, arrived from Los Angeles to join her husband. . . . Jessie Gonzales, Teatra Nacional, returned following a vacation. . . . R. S. Cook, owner-operator, Leland and Zaragosa, Taft, Tex., was in.

In conjunction with the Majestic opening of "The Man From The Alamo," was a big downtown manhunt for a "Man" who walked the streets between 12 and 1 p. m. Whoever tapped him on the shoulder with a copy of a local newspaper and asked a special question would win \$50 and two passes. . . . Mr. and Mrs. R. A. Barron filed papers to signify that they are the owners of the Independent Theatre Supply Company. . . . Mrs. Kay Warren resigned her post with Clasa-Mohme. . . . Lee Aronstein, manager, Palace, was on vacation on the west coast.

"Side Streets Of Hollywood" was booked for an early showing here at the Prince by the Southern Theatre Company. One reel of the film is in 3-D. Klayton Kirby, head, Cinema Enterprises, Hollywood, Cal., producer of the film, was in, as was Richard Crane, Dallas, who is handling the territorial distribution rights. . . . Mrs. Myrtle Kinley, secretary, Southern Theatre Company, spent a holiday trip at Galveston, Tex.

The Jefferson, Beaumont, Strand, Orange, and Strand, Port Arthur, Tex., Jefferson Amusement Company, have had new stereophonic sound systems installed by Modern Theatre Equipment. . . . Mr. and Mrs. Kenneth Crabtree purchased the Celeste, Celeste, Tex., from Mr. and Mrs. Curt Gover. . . . The Azteca, Houston, Tex., installed a new wide-screen. . . . Repairs are being made to the Rialto, Crowell, Tex. . . . B. L. Haley, manager for Theatre Enterprises, Haskell, Tex., announced that the Rita has been closed. Bookings have been transferred to the Sky-Vue Drive-In.

Among exhibitors in to book were Eddie Reyna, Rubin Frels Circuit, Victoria, Tex.; Don Miguel Galvan, Pena, New Braunfels, Tex.; T. L. Harville, and Owen Killingsworth. . . . Mike Midgettm, assistant manager, Joy, returned from a vacation. . . . Erma Castro, Clasa-Mohme, returned from her vacation.

Bern Wilson has been named manager, Slaton and Caprock Drive-In, Slaton, Tex. Wilson succeeds Wayne Horton, resigned. He comes from Ruidoso, N. M., where he was manager, Pueblo. He has been with Theatre Enterprises, Inc., for 15 years. . . . John Hopkins, manager, Sunset Drive-In, Post, Tex., announced that shows will only be given on Saturday and Sunday nights. . . . Marvin Gollehon, manager, Rancho Drive-In, Refugio, Tex., as part of the third birthday celebration, admitted every car to one night's performance for 50 cents. . . . B. B. Hughes opened the Coolidge, Coolidge, Tex., which he recently purchased from Ed Newman. Hughes previously operated a theatre at Milford, Tex., but closed it, and installed the equipment at the Coolidge.

The Twin Drive-In has been opened at Fort Worth, Tex., by C. D. Leon. The drive-in was built on an 18-acre tract of land. Jim McQuaid, formerly of the Garland Road Drive-In, has been named manager. The drive-in has a total of 1,631 speakers. . . . A new paint job has brightened up the facade of the Iris, Austin, Tex. . . . A new front has been installed at the Carver, Austin, Tex. . . . Todd Haney, manager, Lynn, Lufkin, Tex., narrowly escaped death when an enraged patron blasted away at him in true western fashion. Haney told police that he had evicted the gunman earlier for using offensive language. . . . R. J. and W. A. Smith sold the Dunbar, Temple, Tex., to H. L. and R. C. Vaughn. . . . C. E. Campbell opened the remodeled Majestic, Bowie, Tex.

San Francisco

Wood Soanes, drama editor, The Oakland, Cal., Tribune, took up the clearance subject in favor of Oakland, just across the Bay from San Francisco exhibitors, and called on the Chamber of Commerce to join in the crusade to get pictures in Oakland before they "have been milked dry at the box offices of San Francisco."

Fox West Coast Theatres carried notice of their children-under-12 policy on top of the ad in The Oakland, Cal., Tribune. Children under 12 will be admitted free when accompanied by a parent.

The Row was saddened with the news of the death of John Forde, 71, projectionist, who died of a heart attack in the booth at the Golden Gate. He was the father of Jack Forde, business manager, projectionists' local.

Alice Crain, head booker, Motion Picture Service, resigned. . . . Dolores Harrison, shipper, on leave of absence from National Screen Service, visited with her two-month-old son. . . . John Bach, former manager for Westland Theatres, is now managing the Alhambra for Nasser Brothers. . . . T and D opened the new San Pablo Auto Movies, San Pablo, Cal. . . . Charles P. Leonard opened his new 350-car Mineralite Drive-In, Hawthorne, Nev. . . . The Chabot, Castro Valley, Cal., went from Norman Goodin to Edwin B. Rivers.

. . . George Archibold, owner, Film Buying and Booking Service, carrying his name, left his San Francisco location, and established offices in Palo Alto, Cal. . . . Bill Greenbaum's Film Buying and Booking Agency has taken over booking of the two Brown-Pacific-Maxon Company theatres on Guam. . . . Ted Galanter, MGM, had Cyd Charisse in with "The Band Wagon" promotion. . . . Exhibitors visiting were: Carter Ashley, Biola, Cal.; Verne Paddock, Armona, Cal., and Don Pacchini, Sebastopol. . . . Terry Cox resigned as publicist for Loew's Warfield. . . . Bob Blair was in accompanied by Robert Strauss, for radio, TV, and press interviews for "Stalag 17," St. Francis.

Seattle

Theatre Drapery Supply installed new drapes for the newly remodeled D and R, Port Orchard, Wash., owned by Rex Thompson. The same company did a job for the Dishman, Dishman, Wash., owned by Al Baker and Keith Beckwith.

Zollie Volchok, Northwest Releasing, returned from his trip to Glacier National Park. . . . Walter Hoffman, Paramount publicity head, was in Oregon working on "Shane." . . . Sammy Siegel, Columbia exploiter, was also in Oregon, as was Allen Wieder, in Portland with an MGM starlet working on "The Band Wagon." . . . William Thedford, Evergreen, is driving a new car back from Detroit. . . . Jerry Divis, Rio, Brewster, Wash., was on The Row, along with Corbin Ball, who came in from Ephrata, Wash. . . . The Deer Park, owned by Mrs. Lu Ella Mackey, is closed but the drive-in, also at Deer Park, is open. . . . After concluding the sale of his theatres in Anacortes, Wash., Mr. and Mrs. Harry Ulsh returned to California to reside. . . . Harry Newman and Mrs. Newman, former owners of theatres in Lynden, Wash., returned from Arizona. . . . Sid Dean, Lakewood and Rex, Tacoma, Wash., was vacationing in Idaho. . . . 20th-Fox branch manager Jack Burk, office manager Jim Brooks, and salesman Glen Haviland and Mike Powers attended a 20th-Fox meeting in San Francisco. . . . John Kane and Charles Schuler have reopened the Riviera, Tacoma, Wash., formerly operated by Mike Barovic.

About 200 Film Row workers and exhibitors took part in the annual Film Row golf tournament at the Rainier Golf and Country Club. Mickey Foreman, son of exhibitor Bill Foreman, won the event and the Hamrick Trophy by having the lowest gross. The men's high gross and booby prize went to El Keyes, Evergreen. In the women's division, Mrs. John Hamrick and Ruth Kirkey, B. F. Shearer office, tied for women's low gross. Tommy Tomlinson, Republic, made the shortest drive while George De Waide, B. F. Shearer, scored with the longest drive. Other winners included Murry Rarick, Dutch Trammel, John Hamrick, Ron Thompson, Howard McGhee, Zollie Volchok, and Butch Leonard. The grand prize, a television set, was won by George Broughton, Port Orchard, Wash.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Richard Rosenfeld, president, Standard Concessions, Inc., attended a convention in Chicago. Others away on business included Lillian Ahern, Paramount cashier, in Springfield, O.; Vance Schwartz, president, Distinguished Pictures, in Lexington, Ky.; Harris Dudelson, Lippert division manager, in Chicago; Allan Moritz, exhibitor, Louisville, Ky., and Edward Salzberg, Screen Classics, in Detroit.

Ernest J. Bunnell, Crist, nearby Loveland, O., sued the village for \$3,638.92 damages he claims resulted when a storm sewer was blocked off and water flooded the premises during a storm on May 22.

The Paramount jubilee showing of three films at the Hyde Park drew favorable press reviews. Exhibitors and others present totaled 428, with 44 at the Alms Hotel luncheon.

Exhibitors in were Mannie Marcus and Leonard Goldstein, Indianapolis; Jim Herb, Dayton, O.; Mr. and Mrs. Harley E. Bennett, Circleville, O.; Harry Wheeler, Gallipolis, O.; Floyd Price, Newark, O.; John R. Poe, Aberdeen, O.; Richard Tumbleson, Winchester, O.; Joe Goldstein, Cleveland; R. L. Gaines, Carrollton, Ky.; Charles Behlen, Lexington, Ky.; Howard Sheldon, Vanceburg, Ky.; Don Reda, Pineville, Ky.; A. M. Miles, Eminence, Ky.; George Marshall, Danville, Ky.; Frank Carnahan and Bud Hughes, Manchester, Ky., E. R. Custer, Charleston, W. Va., and Julian Silberstein, Huntington, W. Va.

Harold Brown and Jack Haynes, United Detroit Theatre Corporation, which handles Northio accounts in this area, gave a cocktail party for exchange managers and bookers in the Hotel Sheraton Gibson.

Vacationing were Robert McNab, branch manager, and Tom Morris, West Virginia salesman, 20th-Fox; Ann Keck, booker, and Helen Winkler, cashier, Warners; Mike Berger, office manager, and Florence Herrmann, cashier, MGM; Betty Turner, booker, Paramount, and Fred Barthel, Kentucky and West Virginia salesman, National Theatre Supply.

Jesse Smith, cashier's clerk, 20th-Fox, who was seriously injured in a traffic accident, has had the cast removed from her right leg, and now is recuperating more rapidly.

Ray Woodard, Kayton Amusement Company, Franklin, Pa., visited. . . Mrs. C. B. Smith, Rock Island, Ill., and her family were weekend guests of her sister, Marie Donelson, Screen Classics.

The marriage of Joan Shor, daughter of Rube Shor, president, S and S Amusement Corporation, and attorney Earl Goldsmith, Jr., has been announced for Oct. 25.

Houses responded to President Eisenhower's plea for Korean aid by running trailers and taking collections. . . Variety Wives enjoyed a delightful swimming party at the estate of Vance Schwartz. . . Betty Jean Scherrill is a new receptionist at UA.

Cleveland

Richard Todd, co-star in Walt Disney's "The Sword And The Rose," Palace, was in to help promote the film, and made radio, TV, and newspaper appearances.

Heavy saturation bookings throughout the Cleveland and Cincinnati territories have been reported for "The Caddy," in connection with the world premiere of this new Dean Martin-Jerry Lewis comedy, which will have its initial showing at Loew's Ohio Theatre, Columbus, on Aug. 17. Sixty-five theatres in the Ohio, Indiana, and West Virginia areas covered by the two branches have already lined up the picture which has been selected as the Sesquicentennial Celebration film for Ohio.

Howard Roth, who would shortly have celebrated his 25th anniversary with Paramount, succumbed to a heart attack. Funeral services were conducted in the Deutsch Funeral Home, with burial in Mayfield Cemetery. Roth, a native of New York, joined Paramount there upon his discharge from the army after World War I in which he served in Germany. From New York, he was transferred to Cleveland in 1930, and has been here without interruption since that time. For the past recent years, he has been office manager as well as head booker. He is survived by his wife, one brother, and two sisters. He was an active member of Variety Post, American Legion. Although not in robust health, this was his first heart attack. Members of the branch were pallbearers including Lester Irwin, Art Young, Irwin Sears, Al Schwartz, John Oliver, and Bill Andrews.

The D. A. Spiegel Company, Akron, O., has developed a special adhesive tape and special paint to eliminate the lines that appear on drive-in screens. This process was used successfully on the Montrose Drive-In screen, owner Lou Ratener reports.

The Paramount, Toledo, O., owned by Carl Schwyn, has come to the aid of St. Paul's Lutheran Church by donating the use of its auditorium for Sunday morning services during the period in which the church is being remodeled.

Herb Ochs, drive-in Canadian circuit operator, received word from son Jimmy, USMC, that he was about to be shipped to the Far East. . . Mary Drews, Republic head booker, is back from a Maine vacation. . . "Robot Monster," a new Astor 3-D feature, has been acquired by Bernard Rubin for September release in northern Ohio

through Imperial. . . J. P. Curtin, Republic district manager, was in. . . Bob Martin, manager, Shaker, who gives cooperation to the Shaker Heights Police Department, was named a delegate to the Fraternal Order of Police Associates' convention in Dayton, O.

Bob Long, manager, Fairview, is packing his family into his automobile, and heading for a vacation in California. . . Hope Kramer Gropper, daughter of Associated Circuit executive Abe Kramer, and her husband sailed for a six-week European tour.

William N. Skirball, Skirball Brothers, headed to the west coast the day after the opening of the Paramount, Steubenville, O., recently acquired by the circuit from the Ted Gamble interests. The theatre was closed for redecorating.

Evelyn Friedl, Community Circuit, was enjoying a Cape Cod vacation. . . Omar Ranney, The Press movie critic, turned his typewriter over to Jack Warfel while he loafed in Michigan.

Industry friends of Lester Dowdell launched a get-well fund for him in appreciation of his many years of service. He is critically ill in Doctors' Hospital. Marie Roessel, U-I cashier, is spearheading the fund drive, and is in charge of contributions which may be made either directly to her or to one of the visiting film salesmen.

Eddie Cutler is back with RKO as booking assistant to John Sabat. Cutler left the industry to sell automotive parts, but decided he liked the movie business better. He succeeds Bob Nero, resigned. . . Lieutenant William Rush is now the Film Row visiting fire inspector. His predecessor, Captain Emmett Porter, has been promoted to head, Fire Prevention Bureau.

Jack Silverthorne, Hippodrome, has vacation reservations in Canada. . . Harry Buxbaum, Paramount branch manager, and his family drove to New York to spend a couple of weeks with their families. . . The Broadvue, which closed when its tenant, Roy Gross, failed to renew his lease, will shortly be reopened by Associated Circuit.

Lou Ratener, one of the owners of a circuit of drive-ins, heads a group of Akron, O., outdoor theatre operators putting the public spotlight on the increasing number of loudspeaker thefts. Private detectives have been engaged to parole the theatre areas. Legal counsel has been hired to aid in the prosecution of anyone caught stealing speakers. At the same time, managers have announced immunity, and no questions asked, for the return of speakers previously stolen.

The Paramount screening at the Fairmount was a success. Harry Buxbaum, Paramount branch manager, was host at a luncheon in the Alcazar Hotel. . . Sam Fritz, Hilliard Square manager, spent his vacation at Niagara Falls, N. Y., while Boston lured manager Vincent Aldert, Avon Lake.

W. Ward Marsh, The Plain Dealer movie critic, was on a busman's trip to New York to see the new pictures.

Detroit

Lori Nelson was in for "All I Desire." . . . The Coronet reopened a month early. . . . Measuring 37-24-35 compared to Marilyn Monroe's 37-23½-37½, blond 18-year-old Rose Malley won a \$750 wrist watch from the United Artists. Miss Malley wore \$1,000,000 worth of diamonds during the premiere of "Gentlemen Prefer Blondes."

Tying in "Shane," the Michigan released 200 balloons carrying pre-sketched western scenes on canvas. Finders turning in canvasses were awarded oil painting sets.

Second prize in the recently concluded Republic 1953 "Bonus Drive" based on the highest percentages of increase in collections over a similar period last year went to the local exchange, and is shared by branch manager Sam Seplowin, salesman William Clark and Bert Tighe, and bookers Matthew G. Holmes and Margaret Studebaker. John Curtin is division sales manager. A total of \$25,000 was shared by the three winning exchanges.

Federal Judge Thomas P. Thornton approved the dismissal of the second of lawsuits involving the run situation at suburban Ferndale between two competing theatres. The withdrawal was by stipulation agreement between the two principals, without costs. The suit was brought in June, 1950, by the Radio City Theatre Company against Thomas H. Ealand, doing business as the Ferndale, with Warners, Paramount, and Eagle-Lion as co-defendants, charging conspiracy. The original suit was filed by Ealand against Radio City seven years ago, but was dismissed for lack of progress. This was followed by the present withdrawal of all action on the subject. Ealand is planning to renew the contest through any one of three procedures, depending upon legal counsel, it is said.

Pittsburgh

Nat Levy, RKO north-south division manager, was in.

Phil Isaacs, Paramount branch manager, Washington, and recently appointed captain of the drive in honor of Adolph Zukor for Howard Minsky's division, was in town to hold a meeting. Dave Kimelman says that Al Schwalberg might just as well set aside the first place money for Pittsburgh now.

Perry Nathan, local boss, National Screen Service, left for a vacation. . . . Glenn Norris, mid-Atlantic division manager, 20th-Fox, was in for conferences with Al Levy. . . . Another out-of-town visitor was Paramount exploiter Ralph Buring, in for a short stay.

Harry Hendel and Dick Morgan, committee chairmen, American-Korean Relief drive, report it is rolling on full force. Checks are beginning to roll in, and it would appear that all exhibitors, large and small, have really gone to town in an effort to demonstrate to the President the value of the motion picture theatre to the community.

The tax action committee of Allied held a mass meeting of exhibitors at the William Penn Hotel. Over 200 theatres in Western Pennsylvania were represented, and heard a frank discussion of the problems confronting the industry on the level of the state legislature by Senator John Dent, Westmoreland County. Senator Dent was introduced by Ted Manos, president, Manos Circuit. Charles Blatt, president, Allied of Western Pennsylvania, gave a detailed report of his activities in Harrisburg, Pa., in connection with the recent campaign for legislation to exempt theatres from the payment of the 10 per cent local tax, and Harry Hendel explained and reviewed the latest activity of the COMPO committee in Washington. Ways and means of organizing all segments of the industry to fight adverse legislation were discussed, and a more detailed plan will shortly be laid before the industry in this territory.

Richard Morgan, secretary, Allied, planned to Columbus, O., to confer with Robert Wile, Allied secretary, for further conference regarding a plan they are projecting to increase membership in Allied. Morgan and Wile went to Wheeling, W. Va., to call upon John Osbourne and Weldon Waters, Dipson Circuit.

With the Fulton and Stanley having already installed wide-screen, the Loew's Penn introduced its screen with "The Band Wagon."

Frank Lewis and Earl Beckwith, buyers, Blatt Circuit, returned from a trip to Buffalo to buy and book and look over the Blatt theatres in that territory.

Abe Weiner, Allied Artists branch manager, returned from a short vacation trip. . . . Mike Manos, veteran exhibitor in this territory and founder, Manos Circuit, is recovering nicely from a heart attack suffered at his summer home in Ocean City, N. J. . . . Charles Blatt was in from Somerset, Pa., to visit his office in Pittsburgh and confer with Dick Morgan on Allied matters

Natalie Julius, office secretary, Allied, returned all tanned from a vacation in Miami, Fla. . . . Joe Bugala, general manager, Manos Circuit, is back after a bout with summer flu.

Dick Morgan announces that the following state theatres have joined Allied in the past few months: Basle, Washington; Dattola, New Kensington; Eastwood, Pittsburgh; Huntingdon Drive-In, Huntingdon; Imperial, Imperial; Kent, Arnold; Lakeside Drive-In, Conneaut Lake; Main, Sharpsburg; Majestic, Ellwood City; New Hazelwood, Pittsburgh; Roxy, Slippery Rock; Roosevelt, Pittsburgh; Regent, McKees Rocks; Rowland, Phillipsburg; Coraopolis, Coraopolis; Super 322 Drive-In, Clearfield; Super 220 Drive-In, Altoona; Starlight Drive-In, Wexford; Temple and Kane, Kane; Twin Hiway Drive-In, Pittsburgh, and the Victor, New Caslte.

The entire staff of the Shea Fulton took advantage of the day the house was

closed to picnic at South Park. . . . Pittsburgher Pete DeFazio, former Warner salesman here and more recently branch manager in Washington, resigned. He is the brother of Sam DeFazio, manager, Harris Circuit. . . . Mrs. M. A. Silver, she's the wife of Moe Silver, zone manager for Stanley Warner, and her daughter, Barbara, were on a motor tour of New England. While there, they expected to take in quite a few of the straw hat circuit offerings.

Carl Doxer, Chief Barker, Tent 1, who has been ill for quite some time, was much cheered recently when projectionists Dutch Lauth and Joe DeMann, through the courtesy of Al Levy, branch head, 20th-Fox, took a print of "Gentlemen Prefer Blondes" out to his home for a screening.

"The Juggler" has done an outstanding business in the Stanley Warner Circuit's Squirrel Hill theatres. "Leonardo Da Vinci" will be one of the early fall offerings in this art house.

Merv Griffin was in beating the drums for "So This Is Love."

Announcement was made by M. A. Silver, Stanley Warner zone manager, of the appointment of Ray C. Ayrey as contact manager, with headquarters in the Pittsburgh office, Clark building. A 20-year veteran in the industry, Ayrey started with Warners in the New York office as treasurer after attending Fordham University. In 1946, he was named contact manager in Oklahoma City. For the past several years, he has been a field supervisor. Mrs. Ayrey will join her husband on Sept. 1 along with Robert and Elizabeth Ann, both of whom are students at the University of Maryland. The family will locate in Mount Lebanon, Pa.

Michigan Lansing

The Starlite Drive-In, newest open-airer on the outskirts of the city, opened about a mile south of Waverly Road. Owned by M. James Blackburn, the 450-car capacity drive-in has installed Motiograph sound and projection equipment, supplied by Ringold Theatre Equipment Company, Grand Rapids, Mich.

Ohio Columbus

The Ohio censor board is installing 3-D equipment in its screening room in the State Office building at a cost of \$1,200, plus \$500 for a new wide screen. The latter will measure nine feet by 22, and will be installed in September.

Walter Miles, chief projectionist, Ohio censor board, was named chairman, Lantern Movies committee, National Coroners' convention. Harry Schreiber and Fred Oestreicher were members of the committee. . . . Earl Wilson, nationally-known columnist, will be master of ceremonies for the world premiere of "The Caddy" at Loew's Ohio on Aug. 17.

NEWS OF THE

Territory

Boston

Crosstown

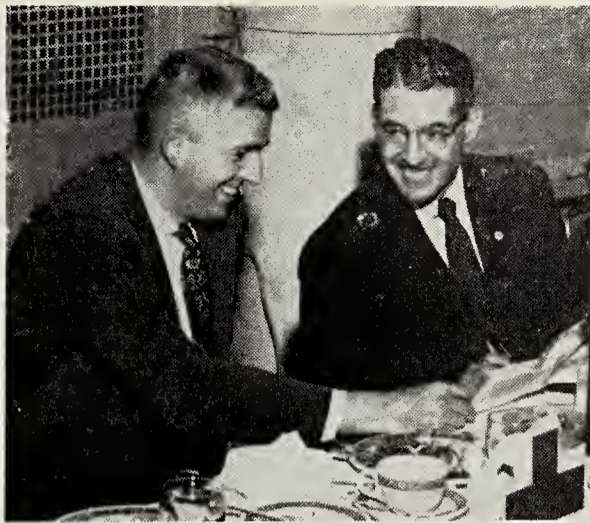
A directors' meeting of Independent Exhibitors, Inc., of New England was called by Irving A. Isaacs, president, at which further details of the forthcoming Allied national convention were discussed. Ten directors were present. Several of the plans for convention were consummated while others were discussed pro and con for later decisions. Reservations have been coming in to the Sheraton Plaza Hotel for the convention's dates, Oct. 5-7, with the Allied directors meetings starting on Oct. 3. Under the leadership of Mrs. Norman Glassman, wife of the general chairman of the convention, interesting activities have been planned for the wives of visiting exhibitors, with every moment accounted for while the business meetings are in order. There will be sight-seeing, drives to the seashore, TV shows, visits to the museums, trips to historical places of interest, and other desirable activity for the distaff side.

E. J. Morgan, Rutland, Vt., Drive-In, came in for the Red Sox-White Sox baseball game, and dropped in to see the boys at Affiliated Theatres, as did Peter Tegu, coowner and manager, Tegu's Drive-In, Woodsville, N. H. . . . Arthur Howard, president, Affiliated, spent a week's vacation golfing at his summer place in East Haven, Conn. . . . Sara Ginsburg Routman, billing clerk, Affiliated, was airbound for the west coast for her vacation.

Edward S. Canter, treasurer, American Theatres Corporation, who has been appointed chairman for New England theatres for the Korean Relief Committee, reports that the response from circuits and independents was gratifying when they were asked to take audience collections, thus supporting the request of President Eisenhower for cooperation in the American-Korean Relief drive. Nearly all the theatres in the New England area signed to play the trailer and to pass out containers.

The Variety Club of New England invited all the disc jockeys from this area to a luncheon and tour of inspection of the Jimmy building, in lining up the new season of the "Jimmy Fund" drive. Talks were given the disc-spinners by Dr. Sidney Farber, director of the hospital; Martin J. Mullin, president, Childrens Cancer Research Foundation, and Bill Koster, executive director, Variety Club of New England. The jockeys were urged to start immediately in their request programs over the air of favorite recordings, the receipts going to the "Jimmy Fund."

With George Roberts installed as president, Sentry lodge, B'nai B'rith, the



Thomas E. Motley, 2nd, left, was recently named general chairman Greater Boston Red Cross Fund appeal for 1954, succeeding Richard E. Berenson, right, who led 1953 fund activities. Berenson is treasurer, Revere, Mass., Drive-In and Avon Drive-In, and is a member of Tent 23, Variety Club. He has long been active in the "Jimmy Fund" drive as well as for the American Red Cross. The American Red Cross has been active in the distribution of gamma globulin, and the 1954 drive for funds is certain to again have the cooperation of the trade.

theatrical lodge, things are beginning to hum around those headquarters. No definite plans are available for announcement just yet, but the committee is lining up a tremendously interesting program for the forthcoming season. First, Benn Rosenwald, MGM, as chairman of the membership committee, has been busy on the telephone calling on non-members and inactive members in an effort to interest them in rejoining the organization. The response has been excellent. Secondly, the committee is lining up for a series of dinner meetings a list of leading industry personalities from all over the country to come here to address this group. Said Roberts, "Our 1953-54 program is shaping up well, and we anticipate featuring industry leaders as guest speakers at informal gettogethers and meetings scheduled to start in the fall."

Paine Furniture Company, in its first major tie-in, is more than pleased with the results of the "All I Desire" contest tying in the U-I film with the Hilton Hotels and Eastern Airlines. More than 500 entries were returned to the furniture company in response to the letter, "'All I Desire' to complete the furnishings in my home is," with the winner receiving a week's vacation for two in San Juan, Puerto Rico, as guests of the Hilton Hotels. Judges in the contest were Herbert Anderson and Norman Hersey, Paine's; John McGrail, publicist, U-I, and Richard Hartnett, Eastern Airlines. The winner was Mrs. Roland Wared, Hyde Park, Mass. Officials of Paine's claimed that many worthwhile suggestions were turned in to them through the medium of this contest and that they were given an insight into the actual furniture desires of the public through the contest.

Richard Todd, co-star in Walt Disney's "The Sword And The Rose," Memorial, was in to help promote the film, and made radio, TV, and newspaper appearances.

Canavan Upped, Wolf Feted in Boston Area

BOSTON — In an "usher to executive" Horatio Alger story, Ray Canavan who has been with E. M. Loew Theatres for 13 years, has been promoted to executive assistant to E. M. Loew.

Canavan began his industry career at the Scollay Square under Bob Sternburg, and worked his way up while still attending Boston University. He was offered a promotion to go to New York with Publix Theatres, dropped his college career, and joined Chester Stoddard in the New York office of Publix. After extensive training there, he was sent to the Strand, Holyoke, Mass., as manager. Later, he joined Julius Joelson, who operated New England theatres, where he remained until 1940. He resigned to go to the E. M. Loew Circuit, where he was manager, district manager, and division manager before this final promotion. The vacancy as executive assistant to Loew came about through the resignation of Frank Wolf, who decided to move to the west coast.

Wolf's secretary, Mrs. Rita Johnson, herself a graduate of Northeastern Law School and an efficient young lady, will remain on as secretary to Canavan. She was the chairman of a huge farewell party to Wolf and his wife, which was also the occasion to announce the appointment of Canavan as Wolf's successor.

More than 75 industryites were invited to the cocktail party and buffet dinner served on the fifth floor of the E. M. Loew office building, catered by the Town House. Present were the entire staff of the E. M. Loew office organization, representatives from the film exchanges, bookers, salesmen, supply house dealers, and many of the office force from National Screen Service, where Wolf had been office manager for many years before joining E. M. Loew's. Harry Kirshgessner, district manager in New England for NSS, was unable to attend the party as he was on vacation.

E. M. Loew was emcee, and introduced the speakers, all of whom paid tribute to Wolf. They were Larry Laskey, a partner of Loew; Max Finn, general manager; Canavan; Gertrude Rittenberg, office manager; Phil Berler, head booker; Tom Donaldson, U-I; Joe Cifre, Inc.; Ken Douglass, Capitol Theatre Supply; Ray Feeley, Independent Exhibitors; Louis Richmond, Richmond Theatres, and Fred Stoloff, NSS.

Loew presented Wolf with a \$1,000 government bond as a farewell gift, and Mrs. Johnson made a presentation to Wolf from the assembled throng, a tape recorder with records made of all the speeches made at the affair. Wolf was so overcome with emotion that he had difficulty in finding words to thank his friends.

The kiddie-gift night merchants' tie-ups now running at the Hoosac Drive-In, Adams, Mass., and the Quaker Drive-In, Uxbridge, Mass., are handled by Irving H. Bloom. Bloom makes all

Williams Dinner To Aid "Jimmy Fund"

BOSTON — At a meeting in Tom Yawkey's office in Fenway Park, plans were formulated to launch a gala welcome home banquet on Aug. 17 in the Hotel Statler, marking Ted Williams' return to Boston and the Red Sox.

Co-sponsored by the Variety Club of New England and the Red Sox Baseball Club, the reception will take the form of a \$100 per plate dinner.

The committee, headed by Tom Yawkey, president, Red Sox; Joe Cronin, general manager, Red Sox; Marty Mullin, president, New England Theatres; Rudy King, Registrar of Motor Vehicles; Walter Brown, president, Boston Garden, and Bill Koster, executive director, Variety Club, is making elaborate plans.

Among the highlights will be the presentation to Williams of the Distinguished Service Citation by Dr. Sidney Farber, scientific director, Children's Cancer Research Foundation. The dinner is open to the general public at \$100 per person. Tickets are now available, and may be obtained by mailing a \$100 contribution to the "Jimmy Fund," Boston 17, Mass.

The entire proceeds will be turned over to the "Jimmy Fund" for Children's Cancer Research.

the contacts with the merchants in these theatre deals.

William S. Canning, Fall River, Mass., public relations and exploitation manager of the Yamins theatres in that city, was honored along with Ellis Gifford with the "Man and Boy Award" of the Boys Club of Fall River. The presentation was made at the annual "Parents Night." Canning, on the club's board of directors and a member of the executive committee and the camping committee, was given the award for his contributions to the combined youth campaigns over the years. Camp director Thomas Welch stated that both the men had helped to develop the Boys Club and the Boy Scouts, and were active in Community Chest campaigns and "Kiddies Day." The award was the first of an annual event.

Deletions announced last fortnight by the Bureau of Sunday Censorship included the following: "The Kid From Left Field," parts 1 to 8. (Deletions: Eliminate scene showing shadowgraph of woman undressing, in part 4.) 20th-Fox; "Thunder Bay", parts 1 to 12. (Deletions: Dialogue, "He's makin' a cheap tramp out of her!", in part 6.) U-I; "Tonight At 8:30", parts 1 to 9. (Deletions: Dialogue, "It's the anniversary of the night I was supposed to have got you in trouble", in part 4. Dialogue, "Then a couple of months later you told me you were in trouble", in part 5.) Hub.

Film District

Seymour Schussel, IFE Releasing Corporation eastern division manager and assistant to Bernard Jacon, vice-

president in charge of sales and distribution, was in for a three-day visit, where he met with IFE sales representatives and New England exhibitors.

Ask WB branch manager Ralph Iannuzzi what time it is, and he will immediately examine his left wrist, which sports a beautiful wrist watch. He won it in the recent "Norman Ayres Cleanup Week" contest when the Boston exchange took top honors for the country. Iannuzzi is loud in his praise for his office workers, but he is also pleased and gratified with the manner in which the exhibitors carried through with the bookings, making it possible for Boston to win first prize. On the heels of the announcement of the honors comes a new drive, called the "Ralph Iannuzzi Drive," which starts on Aug. 30 and which runs through Dec. 26. The details of the drive were given out at an enthusiastic meeting of bookers and salesmen when Iannuzzi explained that money awards will be distributed to salesmen and bookers who win certain contests in the drive, and that the Boston branch is competing with branches in Cincinnati, Denver, Charlotte, Atlanta, and Montreal.

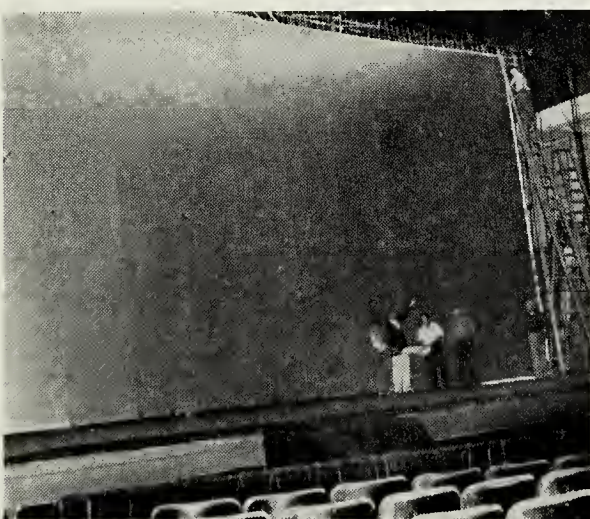
Sympathy goes to Bill Kumins, WB salesman, in the death of his father, Louis Kumins, Brighton, Mass., who died at his summer home in Nantasket, Mass. He is survived by his widow and four children.

Nat "One-Shot" Ross, veteran film salesman now with Relston, Inc., theatre candy concessionaires, was in Pratt Diagnostic Hospital for observation. He recently received a gift at the "Day at the Races" in recognition of his faithful years in the film business.

New Haven Crosstown

Third prize in the recently concluded Republic 1953 "Bonus Drive" based on the highest percentages of increase in collections over a similar period last year went to the local exchange, and is shared by branch manager Jules Livingston and booker George Somma. John Curtin is division sales manager. A total of \$25,000 was shared by the three winning exchanges.

Sid Kleper had his College boxoffice dressed up in unusual scenes for "Main



Bob Carney, manager Loew's Poli, Waterbury, Conn., points to the largeness of the new full stage wide-screen recently installed in the theatre.

Street To Broadway." . . . Bill Flynn, College, was on vacation. . . . Walt Wilson, assistant, Paramount, planned on going to Montreal for his vacation. . . . John McGrail, U-I publicity, was in to assist with "Thunder Bay," Paramount. . . . Morris Rosenthal, manager, Loew's Poli, and Charles Gaudino, assistant, arranged a number of bally angles for "The Band Wagon." . . . Condolences were in order to Ben Segal, former Shubert general manager, on the loss of his father.

The Manchester Drive-In, Bolton Notch, had its opening. . . . The Starlite Drive-In, Stamford, was the scene of eliminations for the "Mrs. America" contest. The state finals will then be held at the Starlite Drive-In on Aug. 26, with the winner representing Connecticut at Asbury Park, N. J. . . . In New Britain, there was a smoke scare in the Palace building. . . . Raymond A. Ellis is due to reopen the Community, Oakville, under the name of the Oak on or about Sept. 1.

Meadow Street

Lew Ginsberg is now located at 185 Church Street, room 520, with his Amalgamated Film Buying Service. . . . His former partner, who just started to work in Springfield, Mass., after leaving the firm, had an accident while fishing in Woodmont.

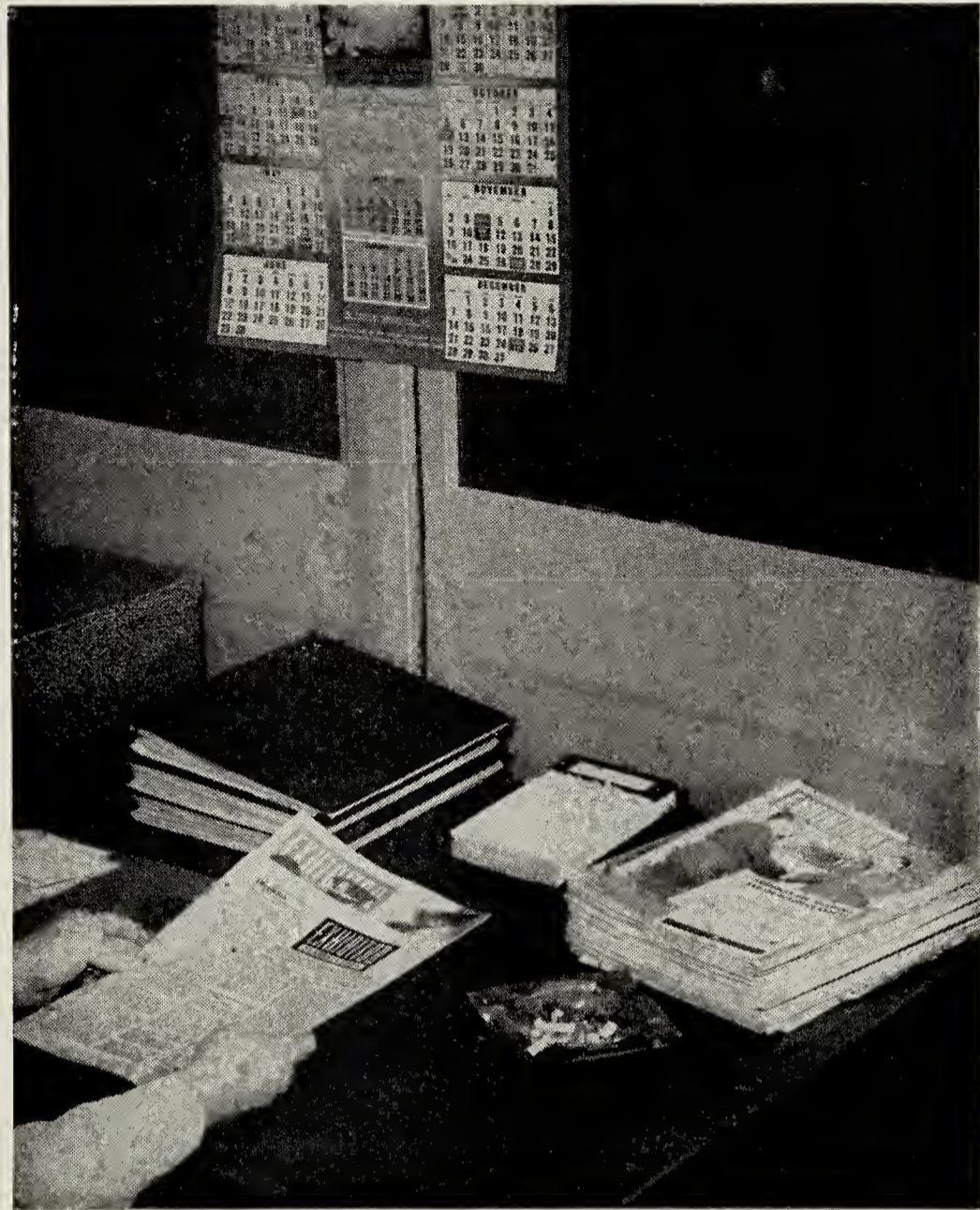
Lou Philips, theatre supply representative, was ill. . . . Al Parizer, Warners, was on his vacation. . . . Some of the boys have been doing some golf practicing in preparation for the MPTO of Connecticut golf tourney at Racebrook Country Club on Aug. 18. On a recent Sunday at Meadowbrook, the golfers were Angelo Lombardi, Sid Levine, Bill Canelli, Al Parizer, Larry Germaine, Morty Katz, Jim Bracken, and Joe Minsky. Out at Racebrook and Municipal, some others have been getting in shape. . . . Hy Levine, in the office with John Riccuitti at 126 Meadow Street, returned from a visit with his daughter at Jacksonville, Fla. . . . Harry Feinstein, Stanley Warner executive, was a vacationist in Canada and upper New England.

Circuits Loew Poli

Loew Poli houses having wide-screen installations all received nice bally. . . . George Freeman, Springfield, Mass., was on his vacation. . . . Joe Boyle, Norwich, was in Syracuse, N. Y., while assistant manager Norm Levinson, Poli, Hartford, went to Maine for his timeoff. . . . Harry Rose, Majestic, Bridgeport, and Mrs. Rose celebrated their wedding anniversary.

Variety Club Tent 31, New Haven

"Killer" Joe Logan, who brought quite a few cheers from the crowd at last year's benefit boxing show, was signed by matchmaker Charley Brown as one of the features of the Variety Club-The Register Fresh Air Fund Show set for Aug. 24 at the Exhibition Stadium, West Haven. The six round professional



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Paul W. Amadeo, general manager, Turnpike Theatre Corporation, Newington, Conn., is seen chatting recently with Tex Pavel, radio personality, broadcasting a new program five nights a week from the concession building of the Pike Drive-In.

feature match is all set between Don Lambert and Jackie Harris, middleweights. Sam Wasserman is general chairman, Variety Club committee, and Sam Germaine is chairman, ticket committee.

Connecticut Hartford

The Hartford Theatre Circuit has installed the first wide-screen in the area, 36 feet wide and 18 feet high, at the Central, West Hartford. . . . Stanley Warner disclosed plans for installation of a 23 feet high and 40 feet wide-screen at the Strand. . . . Lou Cohen, Loew-Poli, planted a caricature of top personalities in "Main Street To Broadway" in The Hartford Times.

An application for a drive-in at the junction of Route 6 and 6-A, Columbia, has been approved by the Columbia Zoning Board. It was filed by Benjamin Hochberg and Willard B. Rogers. . . . Nearing completion is the \$100,000 Manchester Drive-In, Bolton, a short drive from Columbia. Backing the latter project is Manchester Drive-In Theatre Corporation, with Bernie Menschell and John and Frances Calvocoressi as officers. The Menschell-Calvocoressi interests operate in Hartford and Plainfield.

Rube Lewis, stage manager, Loew-Poli Palace, and business agent, Local 84, resumed his duties following recovery from surgery. . . . Attorney Joe Shulman, Shulman Theatres, and Mrs. Shulman returned from Europe.

Hartford Theatre Circuit moved the refreshment stand at the Colonial. Seats were removed to accommodate the stand. . . . Bob Schwartz, Center Drive-In, Ansonia-Derby town line, has been using New Haven and Bridgeport newspaper ads.

Maurice Shulman, Shulman Theatres, purchased a summer home in Woodmont. . . . Harold Nelson, Strand assistant, returned from vacation, and his boss, Jim McCarthy, left for Long Island. . . . Nellie Kupchunos, sister of Henry Kupchunos, East Windsor Drive-In, and Ted Kosinki, The Hartford Times photographer, are hearing wedding bells.

They're Helping, Too

(Here are additional theatres which have returned signed pledged cards showing that they will cooperate in the annual "Jimmy Fund" drive, sponsored by the Variety Club of New England and the theatres of the New England States. —Editor.)

Rhode Island

Bristol, Pastime, Lon Vail.
East Greenwich, Greenwich and Kent, George Erinakes.

Newport, Strand, Harold Thomas;
Paramount, John Vieras.

Pawtucket, Center, Albert Colagiovanni; Strand, Harold Lancaster.

Providence, Majestic, R. W. Matthews;
Strand, Albert Siner; Uptown, Albert Cipriano.

Wakefield, Community, Earl Dolye.
Warren, Lyric, Joseph Modleski.
Westerly, Central and United, John Findley.

Woonsocket, Park, Bill Henry;
Stadium, Ben Greenberg.

Drive-Ins

Connecticut

Berkhamsted, People's, Louis J. Centrella.

Mortville, Norwich - New London, Bruno Weingarden.

Waterbury, Pine, Francis M. McHeeney, Jr.

Maine

Auburn, Auburn, Ray D. Thayer.
Bangor, Bangor, Theodore J. Coof.
Kittery, Kittery-York, Michael J. Nadeau.

Lewiston, Lewiston, Harold Cummings.

Morris Keppner, partner, Burnside Theatre Corporation, proudly reports his brother-in-law, Leonard Young, has already been signed to a Miami Beach, Fla., hotel contract for the winter. . . . Joe Mansfield, UA, worked on "The Moon Is Blue."

Watertown

Residents objecting to the proposed construction of a drive-in on Lichtfield Road, two miles from the center of the



Lori Nelson, U-I star, on tour in the interest of "All I Desire" and "The All-American," recently visited Portland, Me., where she is seen with, left to right, Hal Cail, drama and motion picture editor, The Portland Herald Express; Olive Barker, manager, Zeitz Civic; Fischer Zeitz, general manager, Zeitz Brothers Circuit, and Roger Williams, publisher, The Herald Express.

Scarboro, Portland, Buster Holt.
Saco, Saco, Eugene V. Boragine.
West Enfield, Enfield, Sam Neyer.
Ellsworth, Trenton, Sam Neyer.

Massachusetts

Adams, Hoosac, Arthur M. Rosenbert.

Dedham, Dedham, Edward Redstone.
Dorchester, Neponset, Edward Redstone.

Fitchburg, Whalom, Silvio Williams.
Lanesboro, Sunset Auto, Richard C. Larrow.

Methuen, Merrimac Park, Frank T. Lite.

North Dartmouth, Dartmouth, Herman Duquette.

Revere, Revere, Edward Redstone.
Shrewsbury, Shrewsbury, Peter J. Marrone.

Springfield, Round Hill, Joseph E. Leome.

Sutton, Motor-In, Wilfred P. Bernard.
Uxbridge, Quaker, Robert Atamian.

New Hampshire

Concord, Concord, Henry Bardo.
Gorham, Grandview, J. A. Joseph.

Keene, Keene, Gabriel M. Shakour.
Portsmouth, Newington Outdoor, James P. Nadeau.

Salem, Old Rock, James A. Sayers, Jr.
Somersworth, Starway, James A. Sayers, Jr.

Rochester, Sunset, James P. Nadeau.

Rhode Island

North Smithfield, Rustic, Arthur K. Howard.

Westerly, Westerly, Pat Perri.

Vermont

Ascutney, Midway, B. S. Gaineau.
Derby, Derby-Port, Don McNally.

Rutland, Rutland, Norman S. Grimshaw.

Rhode Island

Providence

New manager at Loew's State is Larry Levy, manager, Loew's Colonial, Reading, Pa., a veteran with the company. Levy replaced Maurice Druker, who was moved to Loew's Midland, Kansas City, as manager, to succeed the late Howard Burkhardt.

Vermont

Montpelier

The Moonlight Drive-In indoor-outdoor theatre on Barre-Montpelier Road, owned by Richard M. Cody, opened. Not quite completed, the spot accommodates 400 automobiles. The lobby is of cinder blocks, with concessions and rest rooms on the second floor and the projection room above. Across the front of the lobby is a wall of plate glass giving an unobstructed view of the screen. Only the outdoor section is now being used, the work still progressing on the indoor section, which is expected to be ready by next month. Conrad Cody is manager. The Moonlight is the Codys' fourth operation, the others being the Strong, Burlington, Vt.; the Strand, here, and the Twin-City Drive-In, also on the Barre-Montpelier Road.

NEWS OF THE

Territory

New York City
Crosstown

Winners of the fourth week of the Century Theatres operation drive were: Brooklyn district, first, Brook, Peter Manzione, manager; Sidney Kutler, assistant; second, Kingsway, L. W. McEachern, manager; Lester Goldberg, assistant, and third, Mayfair, Benjamin Tauritz, manager, and Long Island, first, Huntington, Owen Kaufman, manager; Anthony Mattaliano, assistant; second, Queens, Bernard Seiden, manager; Ronald Maggi, assistant, and third, Floral, Jerome Thyberg, manager, and Robert Collins, assistant.

William German, Chief Barker, Variety Club, invited the wives of tent members to join a women's committee of the Variety Club Foundation to Combat Epilepsy. This charity is the local Heart project.

Jules Lapidus, WB eastern and Canadian division sales manager, presided over a meeting of the company's eastern district. Attending were Norman Ayers, eastern district manager, and branch managers Ray S. Smith, Albany; Ralph J. Iannuzzi, Boston; Nat Marcus, Buffalo; Max Birnbaum, New Haven, and Ben Abner, New York. Also attending were Robert Smeltzer and Ben Bache, Washington D. C.

The membership of the Motion Picture Laboratory Technicians Union, Local 702, IATSE, ratified the agreement with Eastern film laboratories. The two-year pact is retroactive to June 19, and provides for an 11¼ per cent increase, a pension plan, and increased job security.

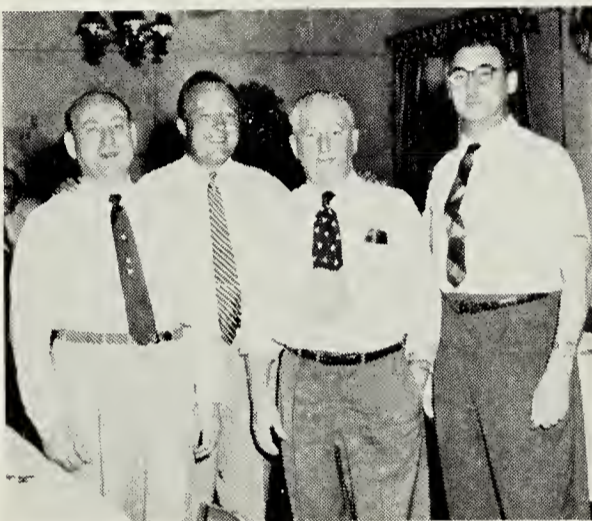
Bernard Jacon, vice-president in charge of sales and distribution, IFE Releasing Corporation, was on an extended business trip in the Atlanta, New Orleans, Chicago, and Cleveland territories.



The complete center window in a Woolworth's store was obtained recently in a doll display tie-in with the Roxy, New York City, engagement of 20th-Fox's "Gentlemen Prefer Blondes." Two six-foot cut-outs of Jane Russell and Marilyn Monroe dominated the background.



Jules Lapidus, Warners' eastern and Canadian division sales manager, recently held a meeting of the company's eastern district at the Hotel Lombardi, New York City, and seen, seated, left to right, are B. R. Goodman, supervisor of exchanges; I. F. Dolid; Lapidus; Norman Ayres, eastern district manager; Robert Smeltzer, Washington, D. C., and, standing, left to right, Charles Bailey, assistant to Norman Moray; Ben Bache, Washington, D. C.; Max Birnbaum, New Haven branch manager; Ray Smith, Albany branch manager; Ralph Iannuzzi, Boston branch manager; Nat Marcus, Buffalo branch manager; Robert A. McGuire, auditor of exchanges, and Ben Abner, New York branch manager.



At the recent RKO sales meeting held in New York were, left to right, Morris Lefko, eastern central district manager; Leonard Gruenberg, metropolitan New York district manager; Robert Folliard, eastern district manager, and Mervin Houser, eastern advertising and publicity director.

Police smashed a six-gun holdup gang, alleged to have preyed on theatres in the Bronx and Queens. The men have admitted three robberies, which netted them \$3,500, including the \$400 holdup of the Dover, Bronx.

Mrs. Jack Berkson, wife of the president, Screencraft Pictures, was recuperating at a convalescent home in Rye, N. Y., from an operation.

"The Cruel Sea," which had its American premiere at the Fine Arts on Aug. 10, is being accorded a comprehensive promotional campaign through leading bookstores and the library system. More than two dozen bookstores will feature special window displays. The 75 branches of the public library system in the five boroughs will also feature special displays on the book.

William Brandt, Brandt Theatres, arrived following a 10-week tour of the European film capitols.

Twenty-five Danish school teachers touring this summer for a first-hand study of the American way of life visited first-runs and "The King And I," through arrangements made by Cinema Lodge, B'nai B'rith, Burton E. Robbins,



Paramount singing star Rosemary Clooney, in New York from Hollywood to cut several records, is seen recently dining with friends. Noted, left to right, are Bea Allen, Paramount studio dance instructress; Miss Clooney; Joe Schribman, her business manager, and Mrs. Joe Bushkin, wife of the jazz pianist.

president. . . . The NBM Theatre Operating Corporation is now operating the Lake Huntington, Lake Huntington, N. Y. Island Theatre Circuit will do the buying and booking. The latter will also take on the buying and booking for the Park, Greenfield Park.

Paramount home office employees rejected the company's offer of a \$3 a week increase on a two-year contract through Local H-63. The union called the offer inadequate.

Dan S. Terrell, publicity manager, MGM, was on the coast conferring with studio executives and looking at new product.

Herman Stern, retired, former executive of U-I's non-theatrical department, died.

Bernard Brandt announced that as of Aug. 15 he will acquire the leasehold of the Bryant.

Hailing the American Legion for its long and outstanding sponsorship of junior baseball, Dan Dailey, 20th-Fox star, donated a special trophy to the New York Department of the American Legion. Commander Paul Samuels and

Adjutant Maurice Stember received the "Dan Dailey Trophy" on behalf of the American Legion's New York Department. Following the ceremonies, the trophy was placed on permanent exhibition at the Hall of Records in New York's City Hall.

Nineteen leading executives in the amusement industry are serving as chairman of their firms and, in some instances, as chairmen of the industry in the 1953 Joint Defense Appeal (JDA) campaign, it was announced by William J. German, William J. German, Inc., general chairman, JDA division. The men will help rally support for the JDA effort to raise New York's share of the \$5,000,000 necessary to support the activities of the American Jewish Committee and the Anti-Defamation League, B'nai B'rith. Serving as firm chairmen in the drive are: M. Goldstein, Allied Artists; Leo Jaffe, Columbia; Leopold Friedman, Loew's; Arthur De Bra, MPA; William B. Brenner, National Screen Service; Arthur Israel, Jr., Paramount; Charles Boasberg, RKO; James O'Gara, Republic; Harry Goldberg, Stanley Warner; Al Lichtman, 20th-Fox; Max E. Youngstein, United Artists; A. W. Schwalberg, Paramount; Leon Goldberg and Adolph Schimel, U-I, and Samuel Schneider, Warners. Division chairmen are: Exhibitors—Emanuel Frisch; RKO Theatres—Harry Mandel; trade papers—Martin Quigley, and vendors—Charles O'Reilly. An organizational meeting will be held on Aug. 20, at the Hotel Astor to lay final plans for rallying support for the Oct. 1 dinner.

Mike Simmons, MGM's sales department and editor, The Distributor, returned from a vacation.

J. R. Grainger, president, RKO, returned following a series of meetings in Hollywood with the company's board of directors and C. J. Tevlin.

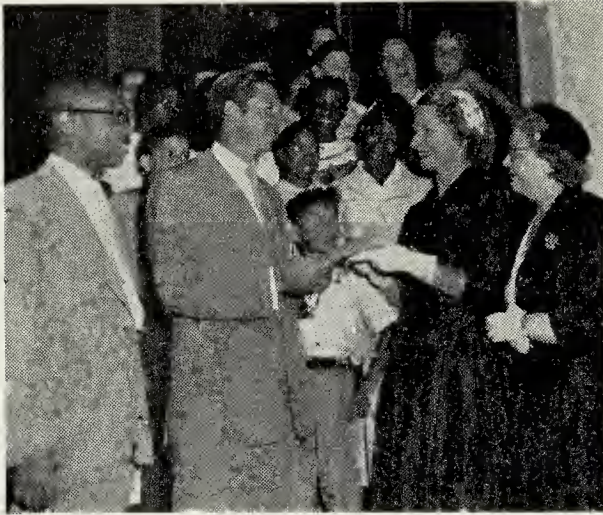
The 55th Street Playhouse inaugurated its English film festival, which runs for two months and features the best in both old and new British films. Present were many dignitaries from the British diplomatic service and United Nations representative Sir Gladwin Jebb. The British Information Service participated.

New Jersey Newark

Jim DePalo, Stanley Warner booking department; Fred DeAngelis, manager, Sanford, Irvington, N. J., and Sam Engelman, manager, Roosevelt, were on vacation.

Edward Breauseau is the new assistant, Fabian, Hoboken, N. J. He came from the west coast. . . . Jack Conhaim, manager, Stanley, returned from his vacation.

The following New Jersey managers for Stanley Warner were vacationing: J. Stanek, Warner, Harrison; A. Manfredonia, Stanley, Jersey City; J. Biondi, Ritz; M. Demseak, Ritz, Jersey City; Edward Kane, Regent, Elizabeth; George Birkner, Fabian, Paterson, and J. Daniels, Fabian, Hoboken.



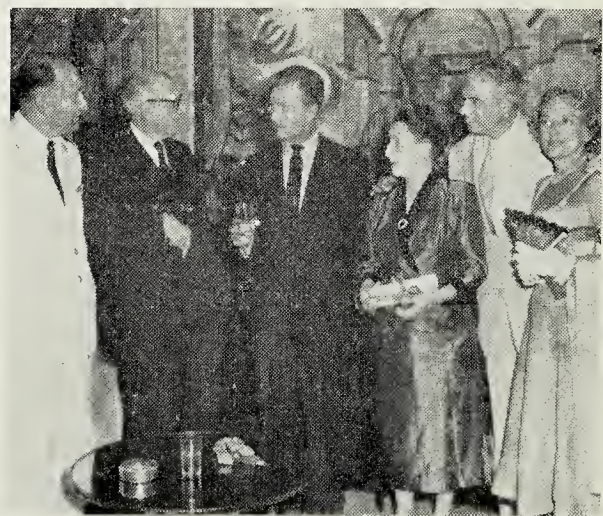
Mrs. Betty Impellitteri recently presented the Protestant Council Award to Spyros Skouras, Jr., for outstanding work with underprivileged children at a special film showing at the Rivoli, New York City. Skouras is president, Skouras Theatres Corporation.



Elmer Lux, president, Elmart Theatres, Inc., Buffalo, was recently nominated on the Democratic ticket for mayor of that city.

New York State Albany

The Delaware held a large audience for Paramount's trade showings. The exhibitor contingent included: Donald Schine and George Lynch, Schine Circuit, Gloversville; Leonard L. Rosenthal, attorney and adviser on film buying for Upstate Theatres, Inc., Albany; Harry



Following a recent screening of Paramount's "Roman Holiday" aboard the Italian luxury liner S. S. Andria Doria, docked in New York harbor, the guests repaired to the ship's lounge for cocktails and discussion, and seen here are, left to right, Captain Piero Calamai, commander; Italian ambassador Alberto Tarchiani; Eddie Albert, one of the stars; Mrs. Tarchiani; A. W. Schwalberg, president, Paramount Film Distributing Corporation, and Mrs. Schwalberg.



Herry Unterfort, manager, Paramount, Syracuse, is seen with the special oil drilling display he recently used to promote U-I's "Thunder Bay." Stationing the equipment in front of his theatre, he stopped traffic in advance of opening. The display also had a 40-foot derrick.



This lobby display proved effective recently for RKO's 3-D "Second Chance" at the Criterion, New York City, where the film had its Broadway premiere.

Lamont, Lamont Theatres; Saul J. Ullman, upstate general manager, Fabian; Mrs. Oscar Frezon, Athens; Mr. and Mrs. Frank Varga, Roxbury; Mrs. W. A. Bomansour, Malone; Bill Barrington, Rensselaer; R. E. Deshaene, Tupper Lake, and others. Paramount manager Daniel R. Houlihan and Paramount upstate advertising director Edward J. Wall handled the arrangements.

The Times-Union gave editorial support to the theatre collections for the American Korean Foundation.

Starlet Barbara Ruick met members of the area daily press, radio and television at a luncheon in the Ten Eyck Hotel, and greeted thousands in the radio and TV audience, via WPTR, WTRY, and WRGB-TV, during a whirlwind visit here and in Schenectady for "The Band Wagon." Arthur Canton, eastern supervisor, MGM field representatives, and Tom Hopkinson, Albany and Buffalo, guided Miss Ruick through the territory. Resident manager Jack Goldberg lent a hand here. He, Canton, and Hopkinson broadcast over WPTR with the charming young lady, and Hopkinson with her on WRGB-TV. Goldberg and Canton accompanied Miss Ruick to the General Electric station's studios. Forrest Willis not only interviewed Miss Ruick on his morning show over WTRY, but went on the air over the rival WPTR to praise her personality, charm, and good looks. Edgar S. Van Olinda, critic-

columnist, The Times-Union, also rhapsodized about her. Howard Maschmeier handled the WPTR origination. Bob Stone did the honors on WRGB.

The spotlight is being thrown on size and shape of screens by various theatres, as new processes and projection techniques come into use.

Discarding window cards in favor of individually mailed program sheets, covering two-week periods, was voted at a meeting of Harry Lamont drive-in managers. The decision was made on the basis of a successful experiment in one automobile theatre with "Shane." From four to six thousand programs are being placed in the post office boxes of residents in each of the areas served by Lamont theatres. It is not necessary to address them. Cost distribution is less, than for cards, while results are superior, Lamont said the managers concluded. Cliff Swick, Vail Mills Drive-In, landed several advertisers for the program leaflets. Other managers hoped to do likewise. Attending the all-day session were: Harry and Bob Lamont; Gerald Schwartz, Overlook, Poughkeepsie; Robert Case, Sunset, Kingston; Andrew Brown, Middletown, Middletown; Robert Cutler, Rock Hill, Rock Hill, and Howard Cammer, Riverview, Rotterdam.

Ernie Lindell's Radio Ranch troupe, which broadcasts daily over WGY, Schenectady, is making personal appearances in drive-ins, and their popularity is drawing extra business.

R. Antevil and Company, Inc., Gloversville, has been dissolved. The papers were recorded with the Secretary of State by Howard M. Antevil, Gloversville. Antevil is home office attorney for the Schine Circuit.

Auburn

Ray Corcoran, Schine's Auburn, secured the names of all English families, and contacted them for "A Queen Is Crowned." On "Serpent Of The Nile," Corcoran had a nifty book store tieup, and effected other tieups with a florist, a dress shop, a men's shop, and a jewelry store. When "Fort Ti" played, a professor at the Cayuga Museum arranged a display of Indian relics in the lobby. The professor also had a 30-minute radio round table discussion, during which he plugged the picture and playdates.

Buffalo

Al Fitter, assistant to Hugh Owen, Paramount eastern and southern division manager, was in for conferences at the local exchange.

Columbia branch manager Ben Felcher and Stanley Kositsky, UA branch manager, were visited by former associates from Philadelphia, Esther Rudo, Columbia secretary; Jerry Levy, Columbia booker, and Columbia salesman Walter Potamkin and his wife. The guests were hosted by the Ben Felchers, and then left for Canada before returning to the Quaker City.



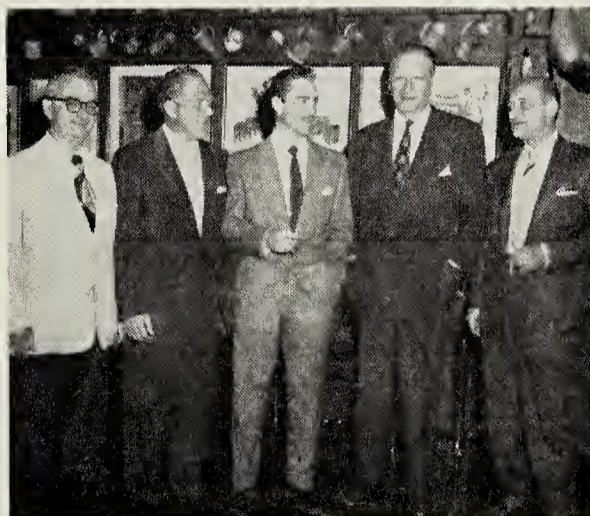
The Israeli government recently supplied Loew's Theatres in New York with several dozen beautiful photographs of scenes in Israel together with Israel arts and crafts for exploiting Columbia's "The Juggler." The displays were used mainly in Jewish neighborhoods, and the above display was at Loew's 175th Street, Manhattan.

Charles McLeary, manager, Shea's Kensington, returned from his vacation. . . . Robert T. Murphy, general manager, Century, and Fay Mirte, MGM Records, collaborated on a special screening of "Gentlemen Prefer Blondes" for music dealers and disc jockeys.

A receptive audience attended the sneak prevue of "Gentlemen Prefer Blondes" at the Century. . . . Members of District 10, IATSE, announced that a shrine honoring St. Genesius, patron saint of the theatre, would be given to the Rev. Francis Growney, pastor, St. Williams Church, Winchester. Father Growney is a member of the union and is the union's district chaplain. He said memorial services for deceased union members would be conducted each year at the shrine.

WEBR is going all out in promoting MGM's "The Band Wagon."

During a disagreement between U-I and Basil's Lafayette, six features were booked into nine drive-ins under the



Richard Todd, center, in Walt Disney's RKO release, "The Sword and The Rose," was a guest of honor recently at a reception by RKO and Disney officials when he arrived from London for several weeks of publicity in connection with the film. Seen, left to right, are Leo Samuels, Disney world-wide sales manager; Walter Branson, RKO assistant general sales manager; Todd; Nat Levy, RKO north-south division manager, and Irving Ludwig, Disney sales representative.

Cooperative Theatres banner. The disagreement was settled, but six attractions will start the playoff as double feature programs in the open-airers, playing a week each in groups of three drive-ins, then switching until all nine participate in the playoff. U-I has given a title to the innovation, "City Wide Drive-In Film Festival." It extends through Aug. 18 in the Buffalo, Park, Delaware, Broadway, Skyway Lakeshore, Skyway Niagara, Aero, Sheridan, and Star Drive-Ins. The pictures to be paired in double bills will include "Thunder Bay," "All I Desire," "The Great Sioux Uprising," "Take Me To Town," "The Man From The Alamo," and "Abbott And Costello Meet Dr. Jekyll And Mr. Hyde."

Dave Leff, IFE, has an office in the Eastern Theatre Supply headquarters. He is handling IFE releases in Buffalo and Pittsburgh. . . . J. Fred Schoellkopf IV has been named third vice-president, Buffalo Chamber of Commerce. He is one of the officers of Skyway Drive-In Theatres.

A large audience attended the Paramount show held in the Cinema. Many went away enthused over the product shown, "The Caddy," "Little Boy Lost," and "Roman Holiday." . . . The Misses Mary and Teddie Ryan, MGM, returned from a vacation trip. . . . Mrs. Leona Webber, inspectress, MGM, has been ill. . . . Robert Neffke, assistant shipper, MGM, was spending two weeks with the National Guard at Camp Drum, Watertown. . . . Virginia Callahan, booker, MGM, spent her vacation at Chautauqua Lake.

Arnold Febrey, formerly RKO Syracuse salesman, is now office manager-city salesman, RKO. . . . Carol Ahearn, RKO biller, was on vacation.

John Serffustino, Paramount booker, spent his vacation on the Lake Shore. . . . Eddie Balsler, Paramount shipper, returned from a vacation in Michigan.

Helen Huber, Paramount cashier, flew to the west coast to visit relatives. . . . Jim Ryan, Corning Drive-In, Ithaca, Ithaca, and Drive-In, Sayre, Pa., was in.

Bertha Seelbach, U-I cashier, returned from her vacation. . . . Jean Gentile, U-I booker-stenographer, returned from a vacation in Montreal.

—NEDRA GRAY

Norwich

While vacation subbing at Schine's Colonia, Spike Cary made a deal with the local radio station for a contest on "Shane" whereby listeners tried to get the most words out of the title. The station manager threw in many extra plugs. In addition, a record shop plugged the picture on its radio program, as well as having a card on display plugging the song and the picture. Cary also used the hitching post idea whereby the first 25 patrons on horseback would be admitted free.

EYEING THE

Exchanges

NEW YORK—After 30 years with RKO, retiring branch manager Phil Hodes was feted at a farewell luncheon arranged by exhibitors at the Hotel Astor. Home office and branch officials were on hand to wish him well. Hodes, assistant to the general sales manager at the home office, before taking over as New York branch head, was formerly with the Film Booking Offices and Universal. He had become prominent in the Pioneers, the Variety Club, and the Film Board of Trade. He plans to make his home in Chicago, where his son, daughter, and grandchildren are living.

ALLIED ARTISTS — Switchboard operator Terry Testa was treated to breakfast and lunch because of her birthday. . . . Head booker Etta Segall will be taking her vacation on Fridays and Mondays. . . . Secretary Sina Piscatelli had it planned for Atlantic City. . . . Ethel Israel will be pinch hitting for Mrs. Segall in her absence. . . . Carol Rothenberg, daughter of Etta Segall, is on the staff at a New Hampshire resort,

Ogdensburg

When "Young Bess" played Schine's Strand, John Langford got the radio station to run a contest a week in advance. All local and area schools were contacted, and the teachers reviewed the history of Henry VIII and Elizabeth I. Passes were given for the three best essays in each school. Langford also staged a parade on opening night.

Rochester

Albert Fennyvessy, 97, dean of the city's exhibitors, died. His exhibition debut was in 1890 when he opened a "dime museum" in Scranton, Pa. He moved to this city in 1910, and eventually financed, in whole or part, every existent film theatre in the city.

Utica

The Stanley, in cooperation with the Central New York Bottlers Association, which was confronted with a shortage of pop bottles, held Saturday matinees to which children were admitted for six empty bottles. The association later paid the theatre for the bottles thus collected.

where she entertains with her piano talents.

20TH-FOX — Inspectress Augusta De Martini gardens on her vacation. . . . Back from vacation was Martin Moscovitz, Empire State division manager. . . . Seymour Cohen, assistant to the division manager, was away. . . . Biller Lillian Kahne returned.

MGM — Contract clerk Barbara Schwartz was sporting the new 3-D hairdo. . . . Contract clerk Joyce Cohen returned. . . . Sam Cangiano, boxoffice department, was planning a trip. . . . Booker's assistant Dick Feinstein spent his birthday at Atlantic City. . . . Sue Armand, secretary to the branch manager, was ill. . . . Exchange publicist Elliot Foreman is recovering from his auto accident. . . . Tom Scotti, night shipper, and Carmen George, day shipper, were on their annuals.

PARAMOUNT—Secretary Marylin Haas brought in a weighty bridal book.

WARNERS—Vacation time is in full swing with Rita Levy, secretary to the district manager; Cynthia Porges; Pete Sage, booker; Antoinette Cammarato, secretary; and head shipper Benny Block all away.

U-I — Biller Goldie Tucker took her husband away for a week after his operation. . . . On the sick list was typist Mary Contos. . . . Bookkeeper Alice Messick returned. . . . Jackie Campbell, typist, was recovering. . . . Headbooker Jimmy Davidson was back. . . . Brooklyn salesman Harold Rosen set off on his respite.

COLUMBIA—Birthday congrats went to office manager Ted Falgiatore. . . . Booker Seymour Berkowitz and accounting clerk Howard Yellen were enjoying the sun. . . . Carol Gantwarg moves into the booking department as secretary while Sandra Resnick will take over as secretary to the office manager. . . . Some of the office people had a weenie roast. . . . Accounting clerk Norman Rubin entertained at a birthday party.

RKO — Ethel Curtis has been transferred to the boxoffice department while Saddy Castanza, formerly 16mm. booker, has taken over at the accounting department. . . . South Fallsburg was vacationland for Sandy Freilich. . . . Sadie Barnett, secretary to the office manager, and Dot Post, booker, were respiting. . . . Back at work were: Peggy Degman, accounting clerk; Charles Penser, salesman; and head booker, Bill Hartman. . . . It looks like a romance is budding between boxoffice clerk Bud Giles and his recently arrived Irish pen pal.

BONDED—A recruit for Local B-51 is new assistant shipper Artie Goldberg. . . . Inspectress Sarah Lucarini was in the hospital. . . . The Asbury Park, N. J. seashore was set for Mae McGee, inspectress. . . . Night examiner Johnny Buvalik spent three weeks in Florida. . . . Tommy Manzone, examiner on 3-D, was vacationing.



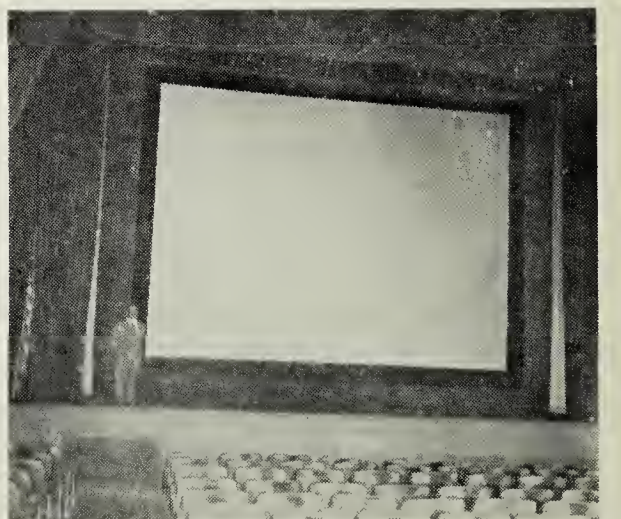
Allied Artists' first 3-D picture, "The Maze," recently got top flight treatment at the Keith Albee, Brooklyn. The photo shows managing director Leon Kelmer, admiring a huge lobby montage.

UNITED ARTISTS—Cheers and congrats go to the New York exchange for capturing first place in the final standings on the "Bernie Kranze Drive." . . . Retired office manager Ed Mullen gave a cocktail party at the Famous Kitchen. . . . Joyce Gallione, secretary to the branch manager, enjoyed her respite. . . . Assistant cashier Hilda Frishman was back from Canada. . . . Booker Calvin Young vacationed in the mountains. . . . A racetrack vacation was planned by Sophie Bochilo, boxoffice department. . . . The weekend at Moodis, Conn., wasn't long enough for booker Buddy Huchnick. . . . Alisa Brown, statistician, was respiting. . . . Biller Janet Moses spent it at the seashore. . . . Ed Mullen was presented with a number of gifts before leaving.

FAVORITE — Bookkeeper Selma Okin spent it in Maine. . . . Jean Harris, secretary, to the general manager, had it planned for Cape Cod. . . . Branch manager Irving Wernick was recuperating from his operation. . . . Upstate and New Jersey salesman Bert Freese was in Buffalo.

RAMBLIN' 'ROUND — Realart rereleased "Counsellor-At-Law." . . . In town was John Spadaro, Shadowville, Ellenville. . . . Bob Rogers is the new booker with Al O. Bondy, and Hy Gardner, assistant to Al O. Bondy, was readying for his New England trip; Grace Young, secretary, returned from vacation all set for another year's work.

—J. A. D.



George Seed, manager, Fabian's Cohoes, is seen standing beside the stereo all-purpose screen recently installed.

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NEWS OF THE

Territory

Philadelphia
Crosstown

The Fox held a preview of 20th-Fox's "Blueprint For Murder."

Bob Hanover, inventor, Photorama, leased the Ambassador from William I. Greenfield. . . . Dave Rubin, manager, Dell, celebrated his 25th wedding anniversary. . . . Is Borowsky suffered a fall at the Rex, and broke a finger on each hand. . . . Al Davis, City Line Center, was around again, recuperating from his illness.

The SW - Lansdowne, Lansdowne, Pa., closed indefinitely. . . . The Cameo is now a weekend operation.

Reports were current that it was too soon to ascertain the success of the Tower's experiment in giving patrons 3-D glasses free, and that results would not manifest themselves until the house plays several more 3-D attractions.

Joe Friedman, WB home office field exploitation staff, was in to accompany Merv Griffin on his personal appearance tour on behalf of "So This Is Love." While here, Griffin appeared on the Barney Sackett radio show, WDAS; the Bob Benson disc jockey show, KYW; the Mr. and Mrs. Howard Jones show, WFIL; the Joe Grady and Ed Hurst disc jockey program, WPEN; "The Gag Busters" program, WIP; the Bob Horn Bandstand show, WFIL-TV, and the Johnny Mahan show, WDAS. The star was also interviewed by a drama department feature writer of The Bulletin, columnist Frank Brookhauser of The Bulletin, and by Jerry Gaghan, The Daily News.

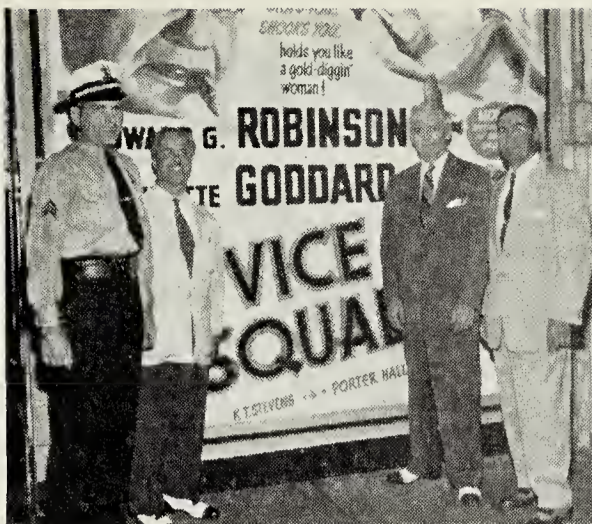
After being closed for a couple of days, the Esquire reopened. . . . Veteran exhibitor Lewen Pizor has been ailing.

The SW Boyd is closing Aug. 16 for Cinerama installation.

Vine Street

Sam E. Diamond, branch manager, 20th-Fox, announced the inauguration of a five-week testimonial drive in honor of Al Lichtman, director of distribution, to run from Aug. 30 through Oct. 3. Diamond points out that this is the first testimonial ever launched to honor Lichtman for his "unceasing efforts to better the motion picture industry since its inception up to the present day," and asks that all exhibitors help make it a fitting tribute commensurate with the respect and appreciation the industry owes him by dating a 20th-Fox subject for each day during the period of the drive, either a feature or a short subject. Diamond intends to wire Lichtman every day the accounts are booked 100 per cent, and urges all to "make it an avalanche."

Esther Rudo, Columbia secretary; Jerry Levy, Columbia booker, and



At a special police screening in connection with the opening of UA's "Vice Squad," Hollywood, Atlantic City, N. J., police sergeant Mario Floriano is presented for the third straight year with the theatre's public service award. Seen, left to right, are Sergeant Floriano; George A. Hamid, Sr., owner of the theatre; Director of Public Safety Kerstetter, and Max Chasens, Hollywood executive.

Columbia salesman Walter Potamkin and his wife, Cookie, journeyed to Buffalo, where they visited Ben Felcher, Columbia branch manager, and Stanley Kositsky, UA branch manager. They were hosted by the Felchers, visited Canada before coming back, and had a good time.

Milt Young, Columbia publicist, was in Atlanta working on "Crusin' Down The River." . . . Columbia branch manager Lester Wurtele's father, who suffered a heart attack, is much improved in Einstein Medical Center,

Northern Division. . . . Columbia division manager Harry E. Weiner was on vacation. . . . Harry Brillman, Screen Guild salesman, was on vacation.

Screen Guild acquired 12 Favorite reissues, the first four of which are "Body and Soul," "Four Faces West," "Northwest Stamped," and "Ramrod."

Benny Harris claims to have run up a record of 157 bookings in one day on the new Jam Handy cartoon, "Gentle Touch," which he is handling for John Golder. . . . Vacationing at Warners were Minnie Cohen, biller, and Shirley Berkowitz, contract clerk. . . . New at Warners is Marie Massing, clerk.

Agnes Mullen, Warner inspectress, resigned. . . . Jules Lapidus, eastern division sales manager, was in for a conference at WB.

The new booker at Republic is "Mickey" Greenwald, formerly of the SW shorts department. . . . Harry Blumberg, Blumberg Brothers, was in Hahnemann Hospital. . . . Paramount salesman Herman Rubin was in serious condition in Einstein Medical Center, Northern Division.

RKO office manager Addie Gottshalk was on vacation.

Ed Gallner, MGM field representative in Philadelphia, was in New York for a home office conference.

John Bergin, UA salesman, has now recovered sufficiently to work around the exchange a bit. He would like his upstate

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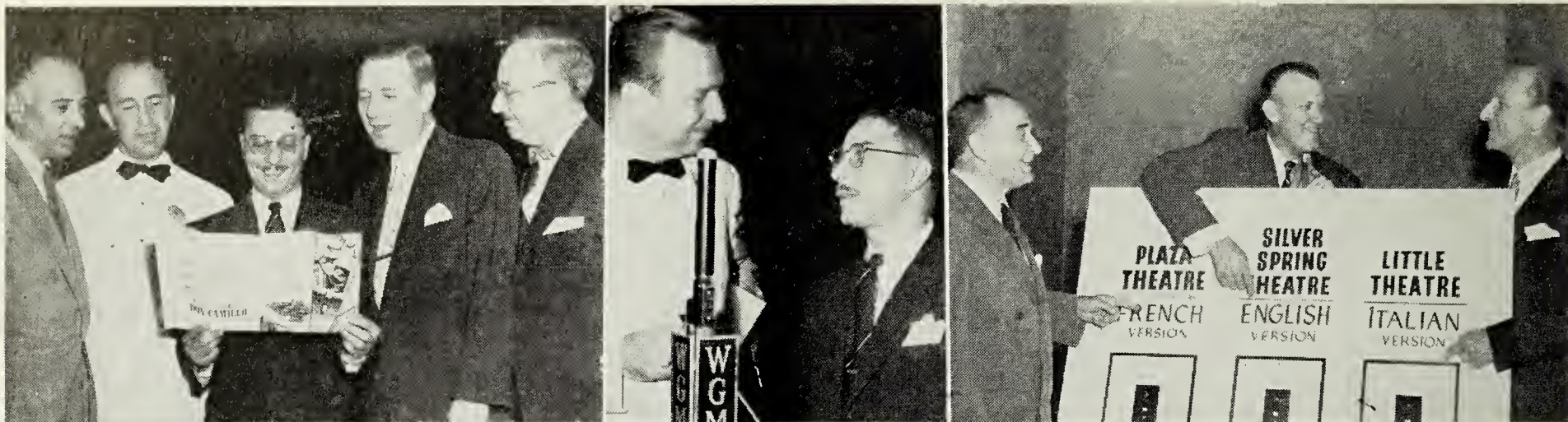
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Seen at the recent three-theatre premiere of IFE's "The Little World Of Don Camillo" at the Silver Spring, Plaza, and Little, Washington, D. C., the Roth Circuit, in connection with opening of the Silver Spring in nearby Maryland were, left to right, Bernard Lewis, IFE exploitation manager; Sam Roth, president, Roth Circuit, Washington, D. C.; Bernard Jacon, IFE vice-president in charge of sales and distribution; Seymour

Schussel, assistant to Jacon and eastern division manager, and Meyer Keilsohn, manager, publicity and public relations, Roth Circuit; CBS Washington Bureau chief Walter Cronkite and Jacon, and Henri Dupont, French embassy, Maryland's Governor Theodore McKeldin, and Gabriele Paresche, Italian embassy. The French, Italian, and English versions were used at the houses.

exhibitor friends to know that he hopes to be out in his territory soon.

District of Columbia Washington

Mrs. Helen Levi Brylawski, mother of A. Julian Brylawski, president, MPTO of the District of Columbia, died. She was the widow of Aaron Brylawski, one of the area's first theatre owners and builders.

Al Sherman's Georgetown, D. C., changed its slogan. It was formerly called "Washington's Art Theatre" and now it is "Washington's Repertoire Theatre." Sherman contends that the Georgetown is not an art house, but a theatre that plays proven hits.

Doug Connellee, Elk, Elkton, Md., is getting in plenty of golf and fishing while vacationing with his family at the summer home in Sherwood Forest, Md., along the Chesapeake Bay. . . . Harley Davidson's Independent Theatre Service is doing the booking and buying for the new Park Drive-In, Clifton Forge, Va.

The employees of Republic tendered a farewell luncheon to Clara Cunningham on her retirement from the business. The luncheon was held in Republic's office. . . . Wilbert Ware, Port, Port Deposit, Md., is doubling as owner-projectionist. . . . Gert Epstein, Sandy-Lippert booker, was vacationing with her husband in New York. The Epsteins will visit the family and friends.

The K-B Circuit has taken over the Colony from Stanley-Warner, and Dan Carroll is the manager.

Ed Side was in town from New York to do some booking and buying for his Lyric, Lexington, Va. . . . Jerry Sandy, Sandy-Lippert salesman, weekended in New York, and then took off for a jaunt through the Clinch Valley.

Merv Griffin, in WB's "So This Is Love," visited. . . . Lieutenant Claude Hamilton, civil air patrol, owner Airport Drive-In, Doran, Va., flew into town in his own plane to do some booking. Lieutenant Hamilton's Airport Drive-In Restaurant was completely des-

troyed by fire, causing damage estimated at \$40,000.

COLUMBIA — Mideast division manager Sam Galanty returned from a trip to Pittsburgh, and immediately left for home office meetings in New York. . . . Max Rutledge, booker, was taking his vacation at home. . . . Cora Broadas, boxoffice statement clerk, was on vacation. . . . Elmer Moore, booker, brought his wife and children in to visit the office. . . . Happy birthday went to Alice Sauber.

METRO — Southern sales manager Rudolph Berger was still pinch-hitting for Charlotte branch manager Jack Reville, in the hospital. Berger took time out to visit the Jacksonville office. . . . Office manager Joe Kronman's son Robert, the proud owner of a new set of golf clubs, played his first match. . . . Paul Wall, assistant branch manager, was vacationing in the Virginia mountains. . . . Edith Hislop, secretary, was vacationing at the beach. . . . Jeannette Adams, office manager's secretary, and husband were weekending in Atlantic City. Her husband, Eddie, acquired a diploma for Deisel engineering. . . . Frances Potasnik, PBX operator, visited her family in Widen, W. Va. . . . Esther Blendman, cashier's clerk, took her first trip in a plane, to Chicago.

UA — District manager John Turner was in subbing for branch manager Art Levy, vacationing with his son, Jules, in Nova Scotia. . . . Happy birthday went to Bud Rose, Baltimore salesman. . . . Joe DiMaio is the new cashier.

U-I — Stan Taylor, office manager, was vacationing in Massachusetts. . . . Norm Weitman, the new sales-manager, is visiting the territory with branch manager Joe Gins. . . . Julia Grave, head inspectress, vacationed in Ocean City, Md., with her granddaughter. . . . Head booker Bert Freidman was touring Canada while on vacation.

RKO — Don Bransfield, booker, was getting his vegetable garden in shape while vacationing at home. . . . Norvelle Price vacationed in Rehoboth Beach, Del., and then visited his family in Rock Mount, N. C. . . . Agnes Turner, cashier,

weekended in Wilmington, Del. . . . Division manager Bob Folliard was in for visit with branch manager Joe Brecheen. . . . The employees presented sales manager Al Folliard a birthday cake on his birthday. . . . Charley Hurley, salesman, returned from his vacation at Scituate Beach, Mass., near Boston.

20TH-FOX — Glen Norris, division manager, was in Pittsburgh holding sales confabs. . . . Branch manager Joe Rosen accompanied salesman Charlie Cripps on a trip to Delaware. . . . Bill Clastel, shipper, resigned to join Paramount's shipping department. . . . Leona Weedon, booker's clerk, was on vacation. . . . Luanne Wimer, Art Shaftel's secretary, resigned. . . . Mary Clastel is mourning the death of her brother-in-law, Paul Alamo. . . . Caroline Carney, assistant cashier, resigned, and will join Sandy-Lippert.

VARIETY CLUB — The Variety Club presented to the Arlington-Fairfax Heart Association a 16mm. projector and screen, to be used in the educational program throughout northern Virginia. At the presentation were Victor J. Orsinger, Chief Barker; Wade Pearson, board of governors; Mrs. Anna Van Sickler, program chairman, Arlington-Fairfax Heart Association, and H. H. Coiner, president, Arlington-Fairfax Heart Association. . . . Alvin Q. Ehrlich, second Assistant Chief Barker, held a meeting of radio, television, and advertising agency people to work on the club's annual welfare awards drive. . . . Jack Fruchtman, first Assistant Chief Barker and chairman of the dinner dance committee, held a preliminary meeting to go over plans for the Nov. 21 dance at the Statler Hotel. . . . Happy birthday to George Crouch and Paul Rich, (Aug. 8); Sam Gildar, L. Gardner Moore, and Charles Demma, (9); Arthur Steloff, (10); John Chevalier and A. E. Lichtman, (11); Hugo Johnson and Joseph P. Morgan, (13), and Walter Trimby, (14). . . . A meeting was held of all the captains of the women's division of the forthcoming welfare drive. Sarah Young, chairman, presided.

Booking were: Tom Halligan, Williamsburg, Williamsburg, Va.; Aaron

Seidler, New Albert, Baltimore, Md.; Bill Buck, Sun, Rising Sun, Md.; Abel Caplon, Westway, Baltimore; Leo McCreavy, Rome Circuit, Baltimore; Bill Brizendine, Schwaber Circuit, Baltimore, and Wilbert Ware, Port, Port Deposit, Md.

Gerald Mundy is constructing the New Park Drive-In, Clifton Forge, Va. The New Park will accommodate 300 cars, and is being equipped by Elmer H. Brient and Sons, Washington. Elmer H. Brient and Sons also supplied 3-D equipment and 3-D screen surfacing for the Park Drive-In, Petersburg, Va. Brient is also installing similar 3-D equipment in the Super 17 Drive-In, Portsmouth, Va., and in the New Glen Drive-In, Richmond, Va.

The Bel-Air, Bel-Air, Md., opened on Sunday on a test to determine the Sunday movie possibilities in Harford County. The final outcome to be determined through the courts.

The new "Magic-3-D Screen" process of drive-in screen surfacing is being installed in Don King's new 900-car Branch Drive-In. The Branch is the first drive-in to install this "super surface" in the Virginia-Maryland territory, and much interest is shown by the exhibitors in the territory in this process, which is said to eliminate the showing of cracks and calking marks when the 3-D and regular flat pictures are shown. This is the same process which has so successfully been applied in the Los Angeles territory, and Elmer H. Brient and Sons of Washington have taken on the exclusive distributorship of the new 3-D drive-in screen in the Virginia, Maryland, Delaware, and Pennsylvania territory.

Madelyn Ackerman, Elmer Brient staff, just returned from her vacation with her parents in Long Island, N. Y.

Harry Goldstein, Allied Artists eastern publicity manager, and John Dervin, sales manager, Stratford, were in to set up an exploitation campaign for "Mr. Potts Goes To Moscow."

—FREDDIE S.

Delaware Wilmington

Robert E. Diem, assistant manager, Loew's Aldine, since July 31, 1944, has been appointed manager, Loew's Colonial, Reading, Pa., succeeding Lawrence R. Levy, appointed manager, Loew's State, Providence, R. I. Succeeding Diem as assistant manager, Loew's Aldine, is Earl Sitlinger, student assistant at Loew's Colonial, Reading. He'll serve under Edgar J. Doob, city manager for Loew's. Miss Shirley Shirey, assistant manager, Loew's Colonial, who has been serving as relief assistant Loew's Aldine, during Doob's vacation, will continue as Diem's assistant in Reading.

20th-Fox's Philadelphia TV campaign for "White Witch Doctor" at several theatres, including the local Rialto, was the subject of much comment. . . . Mel Geller and Sam Taustin, Brandywine Drive-In, added Sunday night

shows following the races at their adjacent Wilmington Speedway.

—H. L. S.

Maryland Baltimore

Howard Wagonheim, vice-president, Schwaber Theatres, is receiving congratulations upon the birth of a son to Mrs. Schwaber at Sinai Hospital. . . . Mrs. Eva Holland, Maryland Board of Motion Picture Censors, was vacationing. . . . Edward Ritter is a new assistant at the Century.

William Brizidine, general manager, Schwaber Theatres, left for a Florida holiday. . . . James Bladfelter, Linden manager, was on vacation. . . . Herbert Willing, Apex manager, returned from his vacation. . . . Arthur Hallock, Paramount manager, had two weeks off, and returned in time for a new wide-screen installation at his theatre.

Stanley Stern, Town manager, returned from a trip through Florida. . . . Sam Tabor, Republic salesman in Maryland, traveled by plane to the coast. . . . Bernard Seaman, Beacon manager, and Mrs. Seaman were aboard the S. S. Queen Elizabeth docking in New York. They had spent almost a year honeymooning throughout the Continent.

Irwin Cohen is now booking for the Victory, Patapsco, Brooklyn, and Hollywood, replacing Sidney Marcus, resigned. . . . Frank Gibson, Jr., Century projectionist, was on vacation. . . . Joseph A. Liberto, Stanley assistant manager, returned from a seashore vacation.

Morris Mechanic closed his New to install a CinemaScope screen. Meyer Leventhal, general manager, Philip J. Scheck Theatre Enterprises, has the same plan for his Lord Baltimore.

The Monroe closed. . . . The Carver Playhouse, formerly the Diane, opened as an art film theatre for Negro patronage. . . . Gilbert Kanour, The Evening Sun film critic, was on a month's holiday. . . . Owen Schnapf, Century manager, has returned from vacation.

—G. B.

Cumberland

Tom Blash and Paul "Doc" Owens, managers, Super-40 Drive-In, six miles west of the city, installed additional in-car speakers, which also included the necessary grading and ramping. A new entrance, plus a large and attractive changeable letter sign, has also been placed in use.

A newspaper article reveals that area drive-ins are faced with some sort of legal action if they do not spray their ramps and driveways with a suitable solution to prevent the dusty condition.

Leonardtown

Jack Fruchtman, owner, Southern Maryland Theatres, Inc., was a guest at a crab feast held by the staffs of the Park and Plaza, Lexington Park, Md., in honor of the Lexington Park volunteer

fire department. . . . T. L. Harrison, Jr., manager, Plaza, Lexington Park, had a very effective street bally on "Fort Ti." . . . Buddy Mattingly has been added at the New. . . . The D. and L., Solomon's Island, Md., instituted "Lucky Night."

New Jersey Camden

Jack Greenberg's Star closed indefinitely.

Pennsylvania Glen Lyon

J. Engel's Family closed indefinitely.

Harrisburg

There is an asistant manager's position open at the Senate.

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Hershey

Francis N. "Pop" McKinney, a sprightly, youngster past 65, retired as head doorman, Hershey Community. He has been at the theatre for the past 10 years. His host of friends will miss his cheery "hello," and all wish him well. Daniel H. Zimmerman, who worked at the theatre while attending school, will be temporary doorman until McKinney's successor has been selected, according to manager Dr. Harry C. Chubb.

Paxtang

Allied Motion Picture Theatre Service is no longer servicing Samuel Goldstein's Paxtang.

Quakertown

The Karlton, three stores, and five apartments were purchased by Max Kayser from the Allen K. Smith estate. No change in the present operations are contemplated at this time, with the Quakertown Amusement Company continuing to operate the theatre.

Claude J. Schlanger, manager, Key, Cross Keys, Pa., is managing the new Star-Lite Drive-In, owned by H. and M. Enterprises, Inc., located near Trainer's restaurant, along Route 309. The spot has a 1,000-car capacity.

Reading

Announcement of the shifting of Larry R. Levy to manage in Providence, R. I., is regarded as a tribute to the excellent record he made here. Levy, manager, Loew's Colonial, since 1944, when at 26 years he was hailed as the youngest manager on the Loew's Circuit, has been transferred to the State, Providence, whose 3,300 seats almost double the capacity of Reading's Colonial, 1,700 seats. John R. Murphy, general manager, Loew's Theatres, announced Levy's promotion and the promotion of Robert Diem, a former Reading man, assistant manager, Loew's Aldine, Wilmington, Del., for the past nine years, to be manager here. Levy, 35, and a native of Wilkes-Barre, Pa., became assistant manager, Loew's Capitol, Washington, D. C., in 1941. In 1943, he was named manager, Loew's Columbia, Washington, and a year later was named full manager, assigned to Reading. He has been active in trade and civic affairs for years. He received seven citations for showmanship ability and initiative from trade associations, was active in the Kiwanis and other clubs, served as publicity chairman in "The March of Dimes" campaign for several years, and was a committeeman and worker in the Reading-Berks Chamber of Commerce and the Retail Merchants' Bureau. Mrs. Levy and their two children will join him in Providence later. In Providence, he will succeed Maurice Druker as manager, Druker going to Loew's Midland, Kansas City. Levy, in addition to managing the State, with three assistants and a secretary, will also supervise the Loew's real estate holdings in the Rhode Island metropolis. Manager Diem, 36, the husband of the former Miss Hazel Andrus, this city, is the son of Raymond Diem. A

graduate of Wilson High School, West Lawn, a suburb, he held several business positions in Reading before joining Loew's in 1944. He won a number of promotions in recent years, and now comes to the important Colonial in his former home city. Mr. and Mrs. Diem have two children.

The Astor, J. Lester Stallman, manager, was installing a new wide-screen. The Astor has discontinued its Saturday morning children's shows.

The Reading Fair, in September, will hold its annual beauty contest as in previous years, with \$2,300 in cash prizes and \$2,000 in merchandise awards. The preliminary tryouts for the girl and women entrants will be held for several nights on the Astor stage, and the finalists will again, as is customary, appear on the stage of the Strand, Paul H. Esterly, manager. Both theatres are headed by Dr. Harry J. Schad, a vice-president, Reading Fair organization.

Scranton

When Elmer Hawk, accompanied by his wife, was the guest of manager Tom Jones, Paramount, to see "Stalag 17," he relived his 17 months spent as a war prisoner at the infamous compound.

The Little Art building, West Side Scranton, has been purchased by the Comerford Corporation for \$55,000, according to a deed filed at the Court House. Comerford, which had leased the building for many years, purchased the site from Dr. Frank Colizzo. The theatre, formerly the Davis RCA, was closed for years, but was reopened by the Comerford organization in 1950. Since then, foreign-made films and other distinctive productions have been featured.

Bill Butler, Comerford district manager, and his family returned from a vacation in Canada. . . . Tom Walker, Comerford organization, his wife, and youngsters are spending some time at Crystal Lake, Pa.

Wilkes-Barre

Lloyd Hause, district manager, is recuperating at the Geisinger Hospital, Danville, Pa., following surgery.

Virginia

Norfolk

Mickey Spillane and Biff Elliot were in for the opening at Loew's State of "I, The Jury."

Richmond

Sam Pulliam, manager, Grand, for the past seven years, has become manager, Glen Drive-In, Mechanicsville Turnpike. Frank Morgan, former manager, Venus, succeeds him at the Grand.

Ann Adams, Neighborhood Theatre, Inc., home office staff, was married on Aug. 8 to Aubrey Evelyn. . . . Arthur Deekens, NTI home office, spent two weeks at Fort Eustis in the ORC. . . . Maurice Nunnally, NTI, returned from vacationing at Nage Head, N. C. . . .

TRADE SCREENINGS

PHILADELPHIA

WARNERS — (230 North 13th) Aug. 12, 2, "The Diamond Queen" (Fernando Lamas, Arlene Dahl, Gilbert Roland) (SuperCinecolor).

Bill Perdue is the new assistant manager, Grand. . . . Harris "Pop" Williams, poster artist, NTI, has been elected Chef deTrain, Forty and Eight, American Legion honor society. He just returned from the state convention in Roanoke. . . . Woodrow Haines, assistant to Mercer Stillman, Berlo, returned to work after his operation. . . . Gordon, son of Mercer Stillman, spent two weeks in South America with a group of 22 missionary candidates from the Baptist churches. . . . David Kamsky, assistant to the general manager, NTI, spent his vacation at home with a few fishing trips thrown in.

Bob Johnson is owner, new Glen Drive-In, managed by Sam Pulliam, former Grand manager.

Albert Bernstein, manager, Bellwood Drive-In, reported that thieves stole about \$400 in currency when they ripped open the safe in his office.

"The Moon Is Blue" has not been banned in Virginia. The film has been screened twice here, but no decision has as yet been made on whether or not it can be shown in Virginia. . . . Vivian Pinder, receptionist, NTI home office, vacationed at Sea Island, Ga.

The charters of the following corporations have been revoked and annulled by failing to pay the annual fee and franchise tax: Amusement ABC Corporation, Virginia Beach; G. and S. Amusement Company, Staunton; Southside Amusement Corporation, Richmond; Lee Parkway Theatres, Bridgewater, and Cradock Drive-In Theatre, Inc., a Delaware corporation.

George Peters, Loew's manager, and his family spent their vacation down at his cottage on the river. . . . William Coghill, assistant manager, East End, for about 10 years, died. He is survived by his wife and two sons.

—S. T.

West Virginia

Keyser

The Music Hall, Carskadon Circuit, Charles L. Randalls, manager, has been closed for two weeks for the installation of 3-D and wide-screen. Emil B. Barnett will supervise the projection end while the Dusman Theatre Supply, Baltimore, Md., will handle the screen and stage setting.

Variety Club

Tent 13, Philadelphia

"Arrowhead" was screened through the courtesy of Paramount. . . . "Affair In Monte Carlo" will be screened through the courtesy of Allied Artists on Aug. 16.

ALLIED ARTISTS

Clipped Wings (5320)

COMEDY
65M.

ESTIMATE: Okeh "Bowery Boys" entry.
CAST: Leo Gorcey, Huntz Hall, David Condon, Bennie Bartlett, Bernard Gorcey, Renie Riano, Todd Karns, June Vincent, Philip Van Zandt, Frank Richards. Produced by Ben Schwab; directed by Edward Bernds.

STORY: When air force lieutenant Todd Karns is arrested for allegedly contacting spies with military information, Leo Gorcey and Huntz Hall, his friends, try to see him on the base, and wind up enlisting. Hall is assigned to a WAF barracks under sergeant Renie Riano. Unbeknown to the pair, Karns has really been working with the FBI to try to expose a spy ring. When he is released, he is kidnapped by June Vincent, waitress at the PX, and others in the ring. Gorcey and Hall try to follow, and the only thing available is a radio controlled plane. They get in with Hall confident that he can fly it after taking lessons on how to fly by mail. After a wild flight, they manage to land near a farmhouse where the spies are trying to force Karns to talk. After a struggle, the pair overcome the spies, and have them confessing by the time the military police arrive.

X-RAY: Featuring action in the air and some comic bits on an air force base, this shapes up as another "Bowery Boys" entry that should satisfy the fans of the series. The story is interesting, the movement rapid, and cast, direction, and production are per usual. The screen play is by Charles Marion and Elwood Ullman.

AD LINES: "When 'The Bowery Boys' Take To The Air—Look Out"; "The Bowery Boys' Wind Up Putting Everybody In A Tail Spin", "When Huntz Hall Takes Flying Lessons By Mail . . . Look Out Below."

ASTOR

It Started In Paradise

DRAMA
88M.

(English-made)
(Color by Technicolor)

ESTIMATE: Moderate British import.

CAST: Martita Hunt, Jane Hylton, Muriel Pavlow, Ian Hunter, Brian Worth, Harold Lang, Lucienne Hill, Margaret Withers, Frank Tickle, Helen Forrest, Vanora McIndoe, June Brown, Teresa Dunnien, Joyce Barbour, Kay Kendall, Terrence Morgan. Produced by Sergei Nolbandov and Leslie Parkyn; directed by Compton Bennett.

STORY: Living in an age gone by, Martita Hunt finds her business lagging, but consistently refuses to allow her chief designer, Jane Hylton, to introduce any contemporary designs to her dress collections. Hylton, with the support of the firm's financial backer, Ian Hunter, manages to dispose Hunt, and assumes the management. She has a flair for designing, and soon has respectable set of customers. Blindly devoted to her vision of success, she willingly destroys anything or one who bars her path. Muriel Pavlow, the serious minded art student who becomes junior designer at the establishment, becomes disgusted with Hylton, and joins the service, following the firm's publicity man, Brian Worth, whom she loves. During the war, Hylton becomes involved with a phony French count, Terrence Morgan, for whose love she lets the business go on the rocks. When peace comes, Hylton discovers that her days of fame are past. She no longer can create.

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
Vol. 50 No. 15

AUGUST 12, 1953

Through Worth's urgings, Pavlow returns, and makes a hit with designs for a new Elizabethan age. Meanwhile, Hylton falls in to the loving arms of Hunter.

X-RAY: For the art spots or the lower half, this import has display of fashions enhanced by Technicolor that should fascinate the ladies, while the ladies modeling the designs offer their own unique attractions. The story attached to this colorful fashion show, however, is never as interesting as the wardrobes, and tends to meander. Nevertheless, it serves as a reason for the spectacular display of originals. The screen play was written by Marghanita Laski.

AD LINES: "A Magnificent Display Of Fashion Creations"; "A House Of Beautiful Women"; "No One Could Bar Her Way To Success—No Rules Were Followed By This Ambitious Woman."

The Long Memory

MELODRAMA
90M.

(English-made)
(Rank)

ESTIMATE: Okeh English import.

CAST: John Mills, John McCallum, Elizabeth Sellars, Eva Bergh, Geoffrey Keen, Michael Martin-Harvey, John Chandos, John Slater, Thora Hird, Vida Hope, Harold Lang, Mary MacKenzie, John Glyn-Jones, John Horsley, Fred Johnson, Laurence Naismith, Peter Jones, Christopher Beeny, Henry Edwards, Julian Somers, Dennis Shaw, Russell Waters. Produced by Hugh Stewart; directed by Robert Hamer.

STORY: John Mills comes back to town itching for revenge after spending 12 years in prison for a crime he didn't commit. He shuts himself away from everyone aboard a deserted barge on the Thames, where he becomes a respected figure among the derelicts. Inspector John McCallum realizes Mill's disposition, and keeps an eye on him. McCallum has married Mills' old girl friend, Elizabeth Sellars, one of those who testified against him at his trial. Mills is befriended by a pathetic refugee girl, Eva Bergh, and this gradually builds into love. He tracks down the perjurers, John Slater, and Sellars, but when the time comes, he finds them too despicable for his vengeance. His love for Bergh takes precedence over his revenge. Accidentally, he comes upon the man, John Chandos, for whose murder he was convicted. Carrying on illegal activities and unwilling to have his identity uncovered, Chandos attempts to kill Mills, but is shot down himself by one of Mills' friends in time to save Mills' life.

X-RAY: If not particularly fresh in theme, this story of faulty justice and revenge registers with a fair amount of

thrills. The dark and foreboding atmosphere of the British riverfront makes a proper backdrop for the stealthy goings on, and an exciting chase climax should keep interest high. Robert Hamer and Frank Harvey wrote the screen play.

AD LINES: "A Long Time To Forget . . . But Years Do Not Erase Treachery"; "An Exciting Chase Melodrama"; "Suspense Ranging High In . . . 'The Long Memory'."

COLUMBIA

From Here To Eternity

DRAMA
118M.

ESTIMATE: High rating picturization of best seller.

CAST: Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed, Philip Ober, Mickey Shaughnessy, Harry Bellaver, Ernest Borgnine, Jack Warden, John Dennis, Merle Travis, Tim Ryan, Arthur Keegan. Produced by Buddy Adler; directed by Fred Zinnemann.

STORY: In early 1941, private Montgomery Clift transfers from the bugle corps to an infantry company in Honolulu headed by Captain Philip Ober, who is interested in having a good time off the post and in winning the boxing title of the area, otherwise leaves the running of the company up to first sergeant Burt Lancaster. Ober, hearing that Clift was

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once a top boxer, asks him to join the team, and promises him a rating as well as an easy time of things, but Clift refuses, having once blinded a G.I. during a bout. Ober orders the book thrown at Clift, who refuses to give in, and wins the friendship of tough Frank Sinatra and the respect of Lancaster. The latter knowing that Ober and his wife, Deborah Kerr, don't hit it off, makes a play for her, and their affair turns into love. She offers to leave Ober if Lancaster will put in for officers' training school. Sinatra takes Clift into town and into a club, where he meets Donna Reed, one of the hostesses, who is saving her money to return home to support her mother and marry a respectable man. They hit it off right, and fall in love, and she gives him a key to her apartment. Eventually, he proposes, she is determined to stick to her plan. Sinatra goes AWOL, gets drunk, picks a fight, and is sentenced to a long term in the stockade, where he becomes the target of sergeant Ernest Borgnine, who had it in for him. Sinatra eventually escapes, and dies in Clift's arms from internal bleeding, the result of continual beatings by Borgnine. Clift swears vengeance. The treatment of Clift comes to a head with a fight that gets Ober the choice of being courtmartialled and dismissed or resigning. Clift catches up with Borgnine, and kills him, being seriously wounded himself. Clift lets Reed patch him up, and remains at her house, intending to return when his health permits. Lancaster covers up for him. Meanwhile, Kerr tells Lancaster that Ober has asked her to return to the states with him, and wants to know what the future holds. Lancaster tells her that he can't become an officer. December 7 brings the bombing by the Japs with Lancaster organizing the company on a military basis. Clift, determined to rejoin his company, despite pleas from Reed for him to remain. Clift is mistaken for a saboteur, and killed. On a boat bound for the states, Kerr and Reed become acquainted as they leave the island behind them.

X-RAY: One of the best entries of the year, this picturization of a best-selling novel by James Jones carries dramatic impact, an absorbing and thoroughly interesting story, and high rating performances by all concerned, outstanding and sensitive direction by Fred Zinnemann, and a well-coordinated, better production. A number of scenes and situations are best suited for adults, who should appreciate the overall quality found in the production. A sneak preview audience sat enthralled with interest on high, with deafening applause following the conclusion. This is the type of film that should get lots of word of mouth, discussion, and plenty of play from audiences. Daniel Taradash wrote the screen play. Legion of Decency, "B."

TIP ON BIDDING: Highest bracket.

AD LINES: "A Great Book . . . Now A Great Film"; "One Of The Best Of The Year"; "A Hit Show."

The Stranger Wore A Gun



(605)
(3-D)

WESTERN
83M.

(Color by Technicolor)

ESTIMATE: Routine western should be aided by 3-D appeal.

CAST: Randolph Scott, Claire Trevor, Joan Weldon, George Macready, Alfonso Bedoya, Lee Marvin, Ernest Borgnine, Pierre Watkin, Joseph Vitale, Clem Bevans, Paul Maxey, Frank Scannell. Produced by Harry Joe Brown; directed by Andre DeToth.

STORY: During the Civil War, Randolph Scott is a spy for the renegade Quantrell until he learns that the latter is out only for himself. Scott joins the regular

army, and fights until the end, but is a marked man for directing Quantrell's activities. Working a Mississippi river boat with friend and woman gambler Claire Trevor, Scott is forced to flee to Prescott, Ariz., where he meets George Macready, who saved his life on the boat. Macready plants him as a spy with the local stage lines to keep track of valuable shipments. The operators, Pierre Watkin, and his attractive daughter, Joan Weldon, accept Scott, and he manages to throw off Macready's men on several occasions. He also sets Macready's men against outlaw Alfonso Bedoya's gang, and they almost kill each other off. Macready goes after Scott, and everybody else deserts him. The two fight it out, and Scott survives. When Trevor pulls out headed for California, Scott joins her instead of remaining with Weldon.

X-RAY: With loads of riding, shooting, and 3-D gimmicks this is a routine show with a background and story that are familiar. Scott is as indestructible as ever, the story is fairly interesting, and the direction and production are okeh. The ending does carry a new twist. The screen play is by Kenneth Gamet, based on "Yankee Gold," by John M. Cunningham.

TIP ON BIDDING: Better price because of 3-D.

AD LINES: "His Gun Was Always Ready"; "Action And Adventure Follow The Stranger With A Gun"; "Another 3-D Hit."

The Untamed Breed (531)

WESTERN
79M.

ESTIMATE: Reissue has the angles.

CAST: Sonny Tufts, Barbara Britton, George "Gabby" Hayes, Edgar Buchanan, William Bishop, George E. Stone, Joe Sawyer, Gordon Jones, James Kirkwood, Harry Tyler, Virginia Brissac, Reed Howes. Produced by Harry Joe Brown; directed by Charles Lamont.

STORY: Sonny Tufts, ranch worker, persuades some ranchers to buy a Brahma bull, which escapes through the carelessness of "Gabby" Hayes. When the bull causes havoc, William Bishop, rancher, in love with Barbara Britton, Hayes' adopted daughter, urges that the ranchers shoot the animal on sight, but Tufts wins time to take the beast alive. He breaks a wild horse to help him subdue the bull, and, clears up a misunderstanding with Britton, who has become his wife.

X-RAY: When first reviewed in THE SERVICESECTION of October, 1948, it was said: "In a better class than the average western entry, this should account for itself nicely in the theatres with the Tufts name to help. It contains a goodly quota of action and western thrills, and sustains interest throughout." This is based on a Saturday Evening Post story by Eli Colter.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Man Against Beast For Life Or Death! Man Against Man For Women Or Loot!"; "The Fury Of Stallion Killer And Charging Bull"; "Brought Back For Your Reenjoyment."

LIPPERT

The Great Jesse James Raid (5221)

WESTERN
75M.

(AnascoColor)

ESTIMATE: Outdoor show has the angles.

CAST: Willard Parker, Barbara Payton, Tom Neal, Wallace Ford, James Anderson, Jim Bannon, Richard Cutting, Barbara Woodell, Marin Sais, Earl Hodgins, Tom Walker, Joan Arnold, Helene Hayden, Steve Pendleton, Bob Griffin, Robin Morse, Ed Russell, Rory Mallison. Produced by Robert L. Lippert, Sr.; directed by Reginald Le Borg.

STORY: Willard "Jesse James" Parker decides to return to lawlessness over the protests of his wife, and joins Jim Bannon and Richard Cutting in a scheme to steal from a Colorado gold mine. Parker adds gunman Tom Neal, explosives expert Wallace Ford, and driver James Anderson, and they meet at Bannon's saloon, where Bannon's girl, Barbara Payton, is the singer. The men start their plan, but Cutting is killed by Bannon, and Neal is stabbed by Bannon's men, with a double-cross part of the plan. Eventually, all except Parker and Bannon are killed, and the two ride off in different directions.

X-RAY: Another of the many pictures revolving about Jesse James, this has an attractive title, the James lure, the color, and a song, "That's The Man For Me." The subject matter is standard, as are the direction, production, and acting. Exploitation may help this to stand alone in some spots; otherwise, it will fit into the duallers. The screen play is by Richard Landau.

AD LINES: "The Real Story Of The West's Greatest Outlaw"; "New . . . Blazing . . . Daring"; "See Jesse James In Action . . . In A Colorful Story Of The Old West."

MGM

The Actress

COMEDY DRAMA
90M.

ESTIMATE: Names will have to make the difference.

CAST: Spencer Tracy, Jean Simmons, Teresa Wright, Anthony Perkins, Ian Wolfe, Kay Williams, Mary Wickes, Norma Jean Nilsson, Dawn Bender. Produced by Lawrence Weingarten; directed by George Cukor.

STORY: From the balcony of a Boston theatre in the early 1900's, Jean Simmons sits entranced by the performance of Kay Williams in a musical play, and envisions for herself a career on the stage. However, her ambitions must be kept in secret from her father, Spencer Tracy. Tracy, who lives on a meagre weekly salary, hoping for an annual bonus and ever fearful of having the axe fall on his job, wants his daughter to be a physical education teacher. Simmons, in the meantime, has met her idol, Williams, who sets up an audition for her with a producer. After attending a gymnastic exhibition featuring her father, Simmons is quite unimpressed with the prospects of entering the gymnasium professionally, and confesses her real ambition, acting. Tracy takes the revelation with calmness, which encourages Simmons. After refusing a proposal of marriage from Anthony Perkins, she keeps her appointment with the producer; the audition is a failure, and she returns brokenhearted. Tracy agrees to finance her on a stay in New York. Attempting to get an advance on his bonus, Tracy loses his temper, and is fired. For the moment, the trip is off until Tracy sells his prize telescope to give his daughter a chance. Simmons goes off to make her mark on the stage.

X-RAY: In the setting of Boston in the early part of the century, this pleasant domestic comedy drama of a girl's ambitions and the family's obstacle unfolds itself with warm humor. Tracy, as the father, contributes much to the fun. The pace, however, is plodding, producing a rather verbal impression. Based on Ruth Gordon's stage play "Years Ago," the screen play was written by Miss Gordon. It is the type of picture that will probably find slow going, with the principal appeal to the oldsters.

TIP ON BIDDING: Fair program price.

AD LINES: "The Troubles Of A Father Of An Actress"; "A Warmly Humorous

Story Of A Girl's Overwhelming Ambition To Be On The Stage"; "It Wasn't A Vocation For Any Proper Girl To Follow."

Half A Hero

COMEDY DRAMA
71M.

ESTIMATE: Skelton starrer will fit into the duallers.

CAST: Red Skelton, Jean Hagen, Charles Dingle, Willard Waterman, Mary Wickes, Frank Cady, Hugh Corcoran, Dorothy Patrick, King Donovan, Billie Bird, Dabbs Greer, Kathleen Freeman, and guest appearance by Polly Bergen. Produced by Matthew Rapf; directed by Don Weis.

STORY: Writer Red Skelton, married to Jean Hagen, gets a job as a rewrite man on a magazine owned by Charles Dingle, who believes only in honesty, prudence, temperance, and thrift. First living in a furnished flat, Skelton succumbs to Hagen's arguments, and buys a modern house in a realty development outside New York without Dingle's knowledge. Pressed by bills, Skelton, on Dingle's assignment, writes a story knocking the things the new community stands for, thinking that this will force Hagen to move back to town with him. He has a spat with Hagen, but moves back to her when she agrees to let him sell. However, on her persuasion, he tells off Dingle, changes the article to something praising the spirit of young American families, and winds up with a better job, and, eventually, a bigger family.

X-RAY: A mild comedy drama, this is headed for the duallers. This isn't the familiar Skelton for he plays straight all the way, and the Max Shulman story, while with some laughs, is the familiar yarn about a young couple and their troubles. One song by Polly Bergen offers a change of pace, but otherwise this sticks to the expected.

TIP ON BIDDING: Program price.

AD LINES: "Meet 'Half A Hero' . . . A Guy Like You And Me"; "Red Skelton As A Fellow Who Finally Got His Courage . . . From His Wife"; "The Year's Most Heartening Comedy Drama."

PARAMOUNT

The Caddy (5302)

COMEDY
95M.

ESTIMATE: Martin and Lewis starrer should have the usual appeal.

CAST: Dean Martin, Jerry Lewis, Donna Reed, Barbara Bates, Joseph Calleia, Fred Clark, Clinton Sundberg, Howard Smith, Marshall Thompson, Marjorie Gateson, Frank Puglia, Lewis Martin, Romo Vincent, Argentina Brunetti, Houseley Stevenson, Jr., John Gallaudet, William Edmunds, Charles Irwin, Freeman Lusk, Keith McConnell, Henry Brandon, Maurice Marsac, Donald Randolph, Stephen Chase, Tom Harmon, Ben Hogan, Sam Snead, Byron Nelson, Julius Boros, Jimmy Thompson, "Lighthouse" Harry Cooper, Mary Treen, Mary Newton, Mike Mahoney, Hank Mann, Joseph E. Stabile, King Donovan. Produced by Paul Jones; directed by Norman Taurog.

STORY: At the Paramount, New York, comedians Dean Martin and Jerry Lewis are being interviewed, but their real story is told by Joseph Calleia, father of Martin, who relates how he desired his son to be a fisherman while Lewis' father, an ace golfer, wanted him to follow his footsteps. Lewis, however, has a fear of crowds, and works in a department store, where he falls in love with Barbara Bates. Through her, Lewis meets Martin, and with both interested in golf, the climb upwards begins, Lewis acting as Martin's caddy.

Martin falls in love with socialite Donna Reed after he wins a tourney, and after a series of incidents, Martin's big chance comes in a big tourney. A fight starts, with the whole family participating, and later Martin and Lewis combine as a hit comedy and song team. The scene reverts to the present, and in the audience are wives Bates and Reed. The two take off at the end of their number as the real Martin and Lewis come on as the following act.

X-RAY: With the Martin-Lewis draw still high in the boxoffice heaven, this should have the usual appeal, even though this doesn't appear to be their best. Nevertheless, it should be good enough for potent grosses. There is a story thread which allows them to do some numbers as well as giving Lewis his usual chance for gyrations. The supporting cast should help marquee-wise, too. The story is by Danny Arnold. Songs include: "Whistlin' Kind Of Morning," "You're The Right One," "One Big Love," "What Would You Do Without Me," and "Amore."

TIP ON BIDDING: Better price.

AD LINES: "They're Back . . . The Hit Comedy Team"; "Fun On A Golf Course . . . With Jerry Lewis As 'The Caddy'"; "A Hole In One Sock Entertainment."

RKO

Stage Door (483)

DRAMA
92M.

ESTIMATE: Names should help reissue.

CAST: Katherine Hepburn, Ginger Rogers, Adolphe Menjou, Gail Patrick, Constance Collier, Andrea Leeds, William Corson, Pierre Watkin, Grady Sutton, Frank Reicher, Phyllis Kennedy, Samuel S. Hinds, Lucille Ball, Franklin Pangborn, Eve Arden, Ann Miller, Margaret Early, Elizabeth Dunne, Jean Rouverol, Norma Drury, Jane Rhodes, Peggy O'Donnell, Harriett Brandon, Katherine Alexander, Ralph Forbes, Huntley Gordon. Produced by Pandro S. Berman; directed by Gregory La Cava.

STORY: Katherine Hepburn is the stage struck daughter of a wealthy father, so to cure her, he buys her the lead in a play produced by Adolphe Menjou. Andrea Leeds, who expected to get the part, is so disappointed that she jumps to her death. Shocked by this suicide, Hepburn, a hopeless actress up to this point, is inspired to give a great performance.

X-RAY: When first reviewed in THE SERVICESECTION of September, 1937, it was said: "An elaborately produced screen version of the successful stage play by Edna Ferber and George S. Kaufmann, this is full of entertaining elements, and should do very well at the boxoffice with plenty of draw names plus human appeal. Andrea Leeds gives an outstanding performance, Hepburn is excellent, and the picture shows a new Ginger Rogers."

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Great Cast Of Stars In The Return Of The Picturization Of A Great Play"; "Brought Back For Your Reenjoyment"; "Don't Miss This Stellar, All-Star Film."

Without Reservations (484)

COMEDY
107M.

ESTIMATE: Names should help reissue.

CAST: Claudette Colbert, John Wayne, Don DeFore, Anne Triola, Phil Brown, Frank Puglia, Thurston Hall, Dona Drake, Fernando Alvarado, Charles Arnt, Louella Parsons. Produced by Jesse L. Lasky; directed by Mervyn LeRoy.

STORY: Claudette Colbert, authoress of a novel dealing with the reactions of returned veterans, is on her way to the

coast to work on the screen version of the film when she meets marine captain John Wayne and his pal, lieutenant Don DeFore. Colbert, who uses an assumed name, falls for Wayne, and believes he is the man to play the lead role in the film. Wayne doesn't agree with the theories in the book, and Colbert also begins to doubt some of them when she learns of love at first hand. She keeps on Wayne's trail after complications finds the boys sticking with her. They buy a car, and stop off at a ranch run by some Mexicans, where Wayne makes a play for fiery Dona Drake, and they leave in a hurry, Colbert finally being arrested as an imposter. It is all ironed out when Wayne learns who she is. Eventually, they clinch.

X-RAY: When first reviewed in THE SERVICESECTION of May, 1946, it was said: "This is a good humored, neatly played picture, with many excellent touches that help offset its lengthiness. It is well presented, and the principals are well cast, and should appeal to all audiences. The stars draw is hefty, and it has clever brief appearances of Cary Grant, Jack Benny, Dolores Moran, and even director Mervyn LeRoy. The screen play is by Andrew Solt, from "Thanks, God, I'll Take It From Here," by Jane Allen and Mae Livingston.

TIP ON BIDDING: Usual reissue price.

AD LINES: "She Learned Life From Books—Until She Met The Handsome Captain"; "Brought Back For Your Reenjoyment"; "One Of The Screen's Wittiest Comedies."

20TH-FOX

Broken Arrow (358)

OUTDOOR MELODRAMA
92M.

(Color by Technicolor)

ESTIMATE: Reissue has the angles.

CAST: James Stewart, Jeff Chandler, Debra Paget, Basil Ruysdael, Will Greer, Joyce MacKenzie, Arthur Hunnicutt, Raymond Bramley, Jay Silverheels, Argentina Brunetti, Jack Lee, Herbert Adler, Harry Carter, Robert Griffin, Bill Wilkerson, Mickey Kuhn, Cris Willow Bird. Produced by Julian Blaustein; directed by Delmer Daves.

STORY: The Apaches in Arizona under leadership of Jeff Chandler are on the war path, and frontiersman James Stewart sets out to convince Chandler to permit the mail riders to pass unmolested. Stewart meets Indian maiden Debra Paget. The townspeople refuse to believe what Stewart has accomplished, but the mail does go through unmolested. General Basil Ruysdael is sent by the President to set a fair peace, and Stewart arranges a meeting between him and Chandler and other tribes. A trial peace of 40 days is agreed upon, although several chiefs withdraw. Stewart and Paget are married by Chandler's consent. After a honeymoon, renegade whites attempt to kill Chandler and Stewart, but only succeed in murdering Paget. Paget's death seems to finalize the peace as Stewart grieves.

X-RAY: When first reviewed in THE SERVICESECTION of June, 1950, it was said, "This is a high-rating entry with a fine dramatic presentation and its moments of suspense and action. Off the beaten track of outdoor presentations, it should be appreciated by those seeking a better type of entertainment." The film is based on the novel, "Blood Brother," by Elliott Arnold.

TIP ON BIDDING: Usual reissue price.

AD LINES: "The Thrilling Saga Of How Peace Came To Arizona"; "Their Love Shattered The Barriers Of Color And Hate"; "Brought Back For Your Reenjoyment."

I Was A Male War Bride (357)

ROMANTIC COMEDY
104M.

ESTIMATE: Names should help reissue.

CAST: Cary Grant, Ann Sheridan, Marion Marshall, Randy Stuart, William Neff, Eugene Gericks, Ruben Wendorf, Lester Sharpe, John Whitney, Ken Tobey, Robert Stevenson, Alfred Linder, David MacMahon, Joe Haworth. Produced by Sol E. Siegel; directed by Howard Hawks.

STORY: Each time captain Cary Grant of the French Economic Mission is assigned a job in the American territory of Germany, he is usually teamed with WAC lieutenant Ann Sheridan. He is assigned to get to France a lens grinder turning out high grade lenses for the black market, and Sheridan goes with him. They run into any number of comic mishaps, Grant finally being arrested. Sheridan is reluctant to get him off, but finally does, and also turns up with the sought man. Sheridan and Grant find they are in love, and plan to marry, but have to go through much red tape, and finally are married in a number of different ceremonies to make it legal, after which Sheridan's unit is ordered back to America before they can have a honeymoon. Grant is classified as a male war bride so that he can get to the United States, and further complications arise, but he manages to get aboard ship, and lands in the brig. Sheridan straightens things out, and joins him there for the honeymoon.

X-RAY: When first reviewed in THE SERVICSECTION of August, 1949, it was said: "This gets funnier and funnier as the film unreels until a hilarious climax presents itself. The names of Sheridan and Grant should certainly help put it on top. It is based on a story by Henri Rochard. This film, in part, was made on location in Europe, but technically it stacks up with the better Hollywood product."

TIP ON BIDDING: Usual reissue price.

AD LINES: "Laughs And More Laughs—Fast And Loud"; "Brought Back For Your Reenjoyment"; "More Fun Than All The Army's Red Tape."

U-International

The Stand At Apache River (331)

OUTDOOR DRAMA
77M.

(Color by Technicolor)

ESTIMATE: Okeh for the action spots.

CAST: Stephen McNally, Julia Adams, Hugh Marlowe, Jack Kelly, Hugh O'Brian, Russell Johnson, Edgar Barrier, Jaclynne Greene, Forrest Lewis. Produced by William Alland; directed by Lee Sholem.

STORY: Sheriff Stephen McNally wounds fugitive Russell Johnson, and takes him to the landing at Apache River, where an inn is run by Hugh O'Brian, away on business, and his wife, Jaclynne Greene. Also on hand are Jack Kelly, a guest with an eye on Greene; army officer Hugh Marlowe, who has made a name as a heartless Indian fighter, and Julia Adams, bound for a nearby town. Apache Indians headed by Edgar Barrier leave the reservation, and come near. Marlowe insists they return to the reservation, but the Indians only want food. The Indians besiege the inn and seek Marlowe as hostage, which is refused. The fight begins, and Indians are shot right and left, including Barrier, who is brought into the inn by McNally. O'Brian also manages to make his way into the inn. The final attack begins, and nearly everyone is killed. Barrier's women come to take him away. McNally's prisoner is still alive, and as McNally and Adams have a new understanding of each other, the stage coach comes up.

X-RAY: The usual Indian action film, this has some slight twists to the plot and more emphasis on dramatic phases, but the action trade should find it okeh. The players are competent in a familiar field, and everything goes about as expected. The story is by Robert J. Hogan.

TIP ON BIDDING: Fair program price.

AD LINES: "Apaches On The Loose"; "Their Lives Were At Stake . . . And The Indians Were Aflame"; "The Story Of A Tough Sheriff . . . Until He Met the Woman He Loved."

WARNERS

Island In The Sky (301)

DRAMA
109M.

ESTIMATE: Well-made drama.

CAST: John Wayne, Lloyd Nolan, Walter Abel, James Arness, Andy Devine, Allen Joslyn, James Lydon, Harry Carey, Jr., Hal Baylor, Sean McClory, Wally Cassell, Gordon Jones, Frank Fenton, Robert Keys, Sumner Getchell, Regis Toomey, Paul Fix. A Wayne-Fellows Production. Directed by William A. Wellman.

STORY: In 1944, an army transport plane somewhere between Greenland and North America has a civilian crew headed by Captain John Wayne, and including assistant pilot Sean McClory, James Lydon, Hal Baylor, and radio man Wally Cassell. Running low on gas, Wayne tells Cassell to get out an SOS with an approximate location, and sets the plane down on a frozen lake. Back in the States, a search is organized by Colonel Walter Abel. Among the searchers are Wayne's friends, Lloyd Nolan, James Arness, Andy Devine, and Allen Joslyn. Wayne and his men are low on everything, but do the best they can while sitting out the search. McClory is caught in a blinding snowstorm, and perishes 50 feet from the plane. Six days go by, and spirits are getting lower. On the last day out before a storm is about to hit, the planes pick up the weak signal, and drop food and clothing, promising to return.

X-RAY: Containing less action than is usually found in a Wayne film, this has drama and character development to compensate as well as much suspense. The yarn holds interest pretty much throughout, and performances are in the good class as are the direction and production. This is the type of entry that should please those who appreciate effective drama. The screen play is by Ernest K. Gann based on his novel of the same name. There are a few brief scenes in which women are to be found, but on the whole it's a man's yarn with an all-male cast.

TIP ON BIDDING: Better price.

AD LINES: "He Was A Hard-Hitting Pilot Who Had To Tell His Men What To Do"; "He Held The Fate Of His Plane Crew In His Hands"; "John Wayne In A Tough Adventure Yarn About Planes And The Men Who Fly Them."

Plunder Of The Sun (224)

MELODRAMA
81M.

ESTIMATE: Interesting program melodrama.

CAST: Glenn Ford, Diana Lynn, Patricia Medina, Francis L. Sullivan, Sean McClory, Eduardo Norriega, Julio Villareal, Charles Rooner, Douglas Dumbrille. Produced by Robert Fellows; directed by John Farrow.

STORY: Broke, Glenn Ford, an American stuck in Havana, is approached by Patricia Medina, who has him meet her employer, Francis Sullivan, who asks Ford to take a small package to Mexico for him and then meet him there for a fee. Ford finds himself aboard the same boat with the

pair as well as Dianna Lynn, a flirtatious blonde with Eduardo Norriega, and Sean McClory, feared by Sullivan. When the latter is found dead of a heart attack, Ford opens the packet, and finds three sheets of parchment and a jade medallion. In Mexico, he has several copies made, and asks Julio Villareal, father of Norriega, to translate them. At the same time, McClory reveals that he used to be an archaeologist, and offers to translate them for Ford for a 50 per cent interest in the treasure that should be found if directions are followed. Fearing a doublecross from Villareal, Ford agrees, and they uncover a vast horde of treasure only to have McClory attempt to take his life. He is found by Medina, ward of Villareal, who, it turns out, is only after the treasures to restore them to the Mexican government. Ford, though wounded, offers to find McClory if Villareal will permit Lynn and Norriega to wed and will give Medina her freedom of choice for her future. He and Medina find McClory, and the latter is crushed by a statue as he is about to kill Ford. Ford is rewarded by the government, and leaves to search for other pages leading to more treasure. Medina goes along.

X-RAY: Intrigue, suspense, action, and excitement are to be found in this interesting entry which was shot for the most part in Mexico, and the authentic background lends a good touch. The story holds interest, the cast is efficient and the direction and production suitable. It is told in flashback technique. The screen play is by Jonathan Latimer, based on the novel by David Dodge. A song "Sin Ella," is heard.

TIP ON BIDDING: Fair program price.

AD LINES: "The Search For Buried Treasure In Ancient Mexican Ruins Led To Murder"; "Hard Hitting Adventure Followed A Mysterious Package"; "If The Mystery Could Be Solved, There Was A Fortune And Death To Be Had."

FOREIGN

The Night Is My Kingdom

DRAMA
109M.

(Davis)

(French-made)

(English titles)

ESTIMATE: Interesting French import for the art houses.

CAST: Jean Gabin, Simone Valere, Suzanna Dehelly, Gerard Oury, Robert Arnoux, Jacques Dynam, Cecile Didier, Martha Mercadier, Marcelle Arnold, George Lannes. Produced by Pierre Gerin; directed by Georges Lacombe.

STORY: Fun lover Jean Gabin shoots billiards and captivates girls. While at work engineering a locomotive, a steam valve bursts, killing the fireman. Gabin stops the train despite his own serious injuries. Blinded by the accident, the doctors tell him that they will operate in a year to alleviate his darkness, but his family knows his recovery is unlikely. Gabin becomes cantankerous and spiteful toward his family and friends. The family finally get him to go to a rehabilitation center for the blind. He meets blind instructress Simone Valere, whose courage and resignation captivate Gabin. The center's secretary, Gerard Oury, engaged to Valere, becomes incensed at the attentions, and tells Gabin he will never see again. Gabin attempts suicide, but is saved by his brother-in-law, Robert Arnoux. Returning to the center, Gabin has readjusted his values so that with resignation he can conquer his disability. Now humble, he can realize the love which Valere bears for him.

X-RAY: With the art house appeal strong, director Georges Lacombe has

created his mood, and maintains it throughout, although his approach is more than cautious, tending to drag the film on the edge of tedium. Gabin, who won the Venice Film Festival award for his performance, handles his role with competence, while Valere gives a quiet, controlled performance. Marcel Rivet wrote the screen play.

AD LINES: "A Sensitively Beautiful Film"; "A Skillful, Penetrating Film That Will Not Be Easy To Forget"; "A Superb Drama."

Times Gone By

COMPILATION
106M.

(IFE)

(Italian-made)

(English titles)

ESTIMATE: Good import for the art houses.

CAST: Aldo Fabrizi, Mario Riva, Enzo Staiola, Andrea Checchi, Alba Arnova, Arnaldo Foa, Folco Lulli, Maurizio di Nardo, Geraldina Parrinello, Paolo Stoppa, Rina Morelli, Elio Pandolfi, Barbara Florian, Dina Perbellini, Oscar Andriant, Clelia Fiamma, Pietro di Falco, Amedeo Nazzari, Elisa Cegani, Roldano Lupi, Gina Lollobrigida, Vittorio de Sica, Alba Arnova, Carlo Mazzone. Produced by Carlo Civallero; directed by Alessandro Blasetti.

STORY: Opening with excerpts from the Excelsior Ball, a famous ballet at the turn of the century that heralded the advances of the new century, the mood is set for used book dealer, Aldo Fabrizi's nostalgic reminiscence. The first story he chooses, "Less Than A Day," is a piquant comedy of two lovers meeting in a provincial rendezvous for a few hours. Petty jealousies and accusations eat up their precious time until at last the time comes for the lady, Alba Arnova, to catch her train, and she returns to her husband as virtuous as when she left. "A Question of Property" recounts the story of two men and their fight over the rightful ownership of a load of manure. "The Idyll" tells of a sheltered well-to-do boy who has a crush on the girl next door. When his mother tells him that babies are born when two people kiss, the boy has an upsetting emotional disturbance, and he balks when his family prepares to leave for the country. He does not want to leave the girl after he has "ruined" her. A pot pourri of popular songs of the period serves as an intermission before the next episode, "The Vise." Betraying her husband with his best friend, Elisa Gegani fears that her secret is in her husband's hands. Through merciless methods, the husband slowly crushes his wife's spirit, until she confesses all, and commits suicide. The final episode, "The Trial of Frine," is a farcical account of a woman on trial for murdering her mother-in-law. The girl, Gina Lollobrigida, has known most of the townsmen while her injudicious in-law informed the husband of each cuckoldry. Vittorio De Sica, as the lawyer, relies on the client's physical charms to win his case, while the jurors, all too anxious to save the voluptuous girl, help him.

X-RAY: This varied compilation of stories presents some good laughs and melodrama for the art houses. "Less Than A Day," by Camillo Boito, is a cute satire on a jealous lover. "A Question of Property," by Renato Fucini, presents some bawdy, earthy humor that might offend the more delicate palate. Guido Nobili's "The Idyll" is a tender tale of a boy un-informed on the facts of life. "The Vise," from the pen of Luigi Pirandello, is a sly piece of irony, but Eduardo Scarfoglio's "The Trial Of Frine" makes an uproarious finale, and turns out to be the best

of the stories. With something to please all tastes, this will make a fine entry for the art houses. The songs include "Tirabuscio," "Santa Lucia," and "Tripoli, bel suol d'amore." The several screen plays were written by: O. Biancoli, A. Blasetti, V. Brancati, G. Carancini, S. Ceochi D'Amico, A. Continenza, B. Rondi, I. Dragosei, V. Marinuzzi, A. Mazzetti, F. Mercati, T. Vasile, and G. Zucca.

AD LINES: "Satiric, Earthy, Sentimental, Ironic, and Farcical"; "There's Something To Please All Tastes In 'Times Gone By'"; "Nostalgic Recollections From The Turn Of The Century."

Three Girls From Rome

COMEDY DRAMA
85M.

(IFE)

(Italian-made)

(English dubbing)

ESTIMATE: Pleasant import.

CAST: Lucia Bose, Cosetta Greco, Liliانا Bonfatti, Ave Ninchi, Leda Gloria, Renato Salvatori, Marcello Mastroianni, Mario Silvani, Eduardo De Filippo. Produced by Astorial Films; directed by Luciano Emmer.

STORY: Three pretty seamstresses from one of the fashionable dress salons near the Piazza de Spagna in Rome gather on the steps of the square to eat lunch and to talk of their assorted love lives. Lucia Bose, the oldest of a large family, is engaged to a robust truck driver. Cosetta Greco lives with her widowed mother, and is in love with an opportunist, Mario Silvani, who is also pursuing the boss's daughter. Liliانا Bonfatti lives on the outskirts of town, where a small jockey from a nearby track worships her. She, however, has no eyes for anyone but tall men, and, of these, she keeps a number on the string. When Bose is offered a chance to become a fashion model at the dress shop, her provincial boy friend, Renato Salvatori, objects. Unknown to him, she accepts the position, and goes to a Riviera fashion show. When Greco is at the station seeing her off, she spies her worthless lover, Silvani, bidding goodbye to the boss's daughter. Hurt, she attempts suicide. Quick thinking on the part of the shop girls gets her to the hospital. When Bose returns, she rushes to the hospital to see her friend. While there, Salvatori comes in, but he snubs her. Meanwhile, Bonfatti becomes disgusted with tall men, and has become jealous of the tall blonde seen in the company of her little jockey. The three girls, now alone, spend their Sunday afternoon in the park. Greco is introduced to a handsome cab driver Marcello Mastroianni, and it's love at first sight. Salvatori makes up with Bose, and asks her to marry him. Bonfatti receives assurance from her jockey that the girl he was with was only an actress hired to make her jealous.

X-RAY: There are plenty of selling angles tied up in this story of three girls and their love lives. To make things easier, director Luciano Emmer has chosen three remarkably beautiful girls for the sentimental, romantic tale. Although an unpretentious production, the physical charms of the Roman maidens and the complexities of their respective romances are fascinating, while the slight tinge of wit makes this pleasant entertainment fare. Sergio Amidei wrote the story and screen play. The dubbing is good, and makes it more generally acceptable to the general American market.

AD LINES "You'll Laugh And Cry With The 'Three Girls From Rome'"; "A Bonanza Of Beauty"; "Three Of Italy's Most Beautiful Girls In A Romantic Escapade."

MISCELLANEOUS

The Body Beautiful

DRAMA
68M.

(Phoenix)

ESTIMATE: Okeh for the lower half.

CAST: Susan Morrow, Robert Clarke, Noreen Nash, Paul Guilfoyle, O. Z. Whitehead. A Sam Kubetz production; directed and produced by Max Nosseck.

STORY: Robert Clarke, a model photographer, pays particular attention to model Noreen Nash to the annoyance of his secretary, Susan Morrow. Her younger sister, an amateur photographer, takes a candid foto of Morrow in a state of undress and with face hidden, and forwards it to Clarke, who is intrigued. He tries to locate her. Meanwhile, he enters the shot in a contest and it wins, provided that he can supply the necessary data, and the response from the public is terrific when it is printed. He offers a reward, hires a friend to search, and the latter gets into all sorts of scrapes. Nash offers to become the missing girl, but Morrow and she have a battle royal, and the result is that Nash walks out, and Morrow is forced to admit that she is the wanted beauty.

X-RAY: This has a goodly number of sequences showing models in various states of dress and undress, which will assist in the selling. Otherwise, the story is fair as are the characterizations, direction, and production, and it should round out the duallers okeh. One song, "I've Never Felt This Way Before," is heard. The screen play is by Nat Tanchuck and Arnold Philips.

AD LINES: "Gorgeous Models Display 'The Body Beautiful,' And How To Earn A Living"; "The Lowdown On The Models And Their Photographer"; "What Happens When Models Have Their Pictures Taken."

The Knockout Parade

NOVELTY
48M.

(International Boxing)

ESTIMATE: Boxing compilation should please fight fans.

CAST: Joe Wolcott, Ezzard Charles, Ray Robinson, Rocky Graziano, Rocky Marciano, Rex Layne, Joe Louis, Lee Savold, Harry Matthews. Produced and directed by Joe Roberts.

STORY: Sports commentator Bill Corum prefaces and narrates this collection of scenes from some top boxing bouts. The big upset which saw Joe Wolcott win over the favored Ezzard Charles, Ray Robinson putting the canvas under Rocky Graziano, the Rocky Marciano-Rex Layne match which got Marciano a chance for a crack at the heavyweight title, Joe Louis demonstrating his old style in conquering Lee Savold, Marciano meeting Harry Matthews.

X-RAY: From clips in the files of the International Boxing Club comes this series of boxing highlights from major bouts of the last few years. Fight fans should be fascinated by this collection of fisticuffs.

AD LINES: "Remember These Top Boxing Bouts?"; "See A Glittering Roster Of Ring Stars In . . . 'The Knockout Parade'"; "With Such Lightfooted Luminaries As Ray Robinson, Rocky Marciano, And Joe Louis."

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The Shorts Parade

TWO REEL

Novelty

LOOKING AT LIFE. Warners—Classics Of The Screen. 20m. Varied views seen here include a look through a coronagraph where are seen the soaring flames of solar upheavals. From the sun, one has a look at the earth photographed from a rocket 135 miles above the ground. The camera then ducks underground to explore the caverns. Next stop is Holland, where an expert craftsman is seen constructing scenes within bottles. In America, the introduction of the auto with all its imperfections is reenacted. In France, one sees memorial services for Louis Braille, discoverer of a system of printing for the blind, and a tribute to George Washington at Valley Forge winds up this view of life. This has a variety, but there are too many without connection. **GOOD.** (9106).

ONE REEL

Color Cartoons

BULLY FOR BUGS. Warners—Bugs Bunny. 7m. Taking a wrong turn in his trip to a carrot convention, Bugs Bunny finds himself in a Mexican bull ring. He tries to reason with the hefty horned creature, but the bull is in no mood for logic. After giving Bugs a bad time, the bull hamily receives the accolades of the fans. Bugs is not defeated, and when he puts his brains to work, the bull really gets thrown into a dither, and Bugs is feted. **FAIR.** (9730).

CAT TAILS FOR TWO. Warners—Merrie Melodies. 7m. Stealing around the dark corners of a dock, an overconfident cat and his dullwitted dog friend spy a Mexican ship. Hoping to get mice Mexican style, the two board the freighter, and begin hunting. The Latin mice, however, are too fast. While the inexpert hunters are blowing themselves up with a load of fireworks, Senor Mouse sits back, and just watches the fun. **FAIR.** (9722).

DIMWIT IN HOW TO KEEP COOL. 20th-Fox—Terrytoons. 7m. The heat is suffocating Dimwit, the dopey dog. He decides to take to the seashore in his auto, and, after a hectic road battle with similarly minded motorists, he arrives at the packed beach. Driven to distraction by insects, he beats it back home, where he finds relief by sitting in the ice box. **FAIR.** (5322).

DINKY IN THE TIMID SCARECROW. 20th-Fox—Terrytoons. 7m. Dinky, who has befriended a scroungy scarecrow, can do nothing to prevent the farm animals from tossing the cowardly strawman onto the trash heap after he allows himself to be humiliated by the crows. Dejectedly, Dinky tries to shoo the scavengers away, but his tiny stature is no match for the birds. The scarecrow witnesses the dirty deal his friend is getting, and badly beats the crows before the admiring eyes of the other animals. This deed of bravery gets him reinstated in the cornfield with a new set of clothes. **FAIR.** (5323).

NO PLACE LIKE ROME. Paramount—Kartunes. 7m. This cartoon travelog goes to classic Italy, where one sees Mount Etna, the Leaning Tower of Pisa, and the gondolas of Venice. In Milan, the

city of grand opera, a tenor exercises vocal chords with some glass shattering scales. This cues the bouncing ball rendition of "Oh Ma-Ma (The Butcher Boy)." As a climax, the butcher boy and his gal, honeymooners, enter the longest tunnel in the world, and emerge from it a well established family. **FAIR.** (X-12-6).

SURF BORED. Paramount—Noveltoons. 7m. Little Audrey plans to spend the day at the beach with her little dog, but a forbidding life guard points out a sign, "No Dogs Allowed." After trying a number of schemes to get herself and her pooch onto the sands without being seen, she is foiled. When the life guard is swimming, he is attacked by a octopus, but Audrey does her good deed, and saves him. As a reward, the guard passes the dog onto the beach, and even joins them in play. **GOOD.** (P-12-6).

Musical

SPADE COOLEY AND BAND. Warners—Melody Master Bands. 10m. When first reviewed in *THE SERVISION* of September, 1945, it was said: "This follows the rise of Spade Cooley, 'King of Western Swing,' and his band. They started out by playing such songs as 'Who Killed The Goose?' at political rallies, and avoided harmful competition by playing for both sides. Then the gang appeared at rodeos and dude ranches. Finally, the band reached the big time by playing at square dances and being heard on the radio. Other songs heard are: 'Steel Guitar Rag,' 'Topeka Polka,' 'Indian Scout,' 'The Trouble With Me,' 'Old Zip Coon,' and 'Tennessee Wagoner.' Shots of old wild west action and the rodeo give this added western background. **GOOD.**" (9806).

Novelty

GRUNTERS AND GROANERS. 20th Century-Fox—Lew Lehr Reissues. 9m. When first reviewed in *THE SERVISION* of August, 1940, it was said: "Lew Lehr comments while clips of various wrestlers are shown. 'The Angel,' 'King Kong,' 'Chief White Feather,' and even some females are noted. Some of the shots are hilarious. **GOOD.**" (9382).

KAMIKAZE. 20th-Fox—See It Happen. 10m. From newsreels, this recreates some dramatic scenes of the American fleet's battle with the Japanese Kamikaze planes. One of these lethal blows is received by the U. S. Bunker Hill, but her crew fights the flames. A sister ship, the U. S. Ticonderoga, sends her planes aloft in defense of the fleet, but she also becomes a victim of a suicide plane. **GOOD.** (6303).

SEA FOOD MAMAS. 20th Century-Fox—Lew Lehr Reissues. 7½m. When first reviewed in *THE SERVISION* of November, 1944, it was said: "In this nature subject are seen remarkable scenes of seals, babies, etc., and equally unusual shots of pelicans and herons at Clear Lake, Colo. The commentary does not gag it up too much. **GOOD.**" (9381).

THE SPIRIT OF WEST POINT. Warners—Vitaphone Novelty. 10m.—America's military academy on the Hudson, West Point, is the scene of this tribute to the country's military leaders who rose to positions of great prominence. Academy life is surveyed from the dormitory through the mess hall to the dress parade before an audience of visitors. The Military Band and the Cadet Chapel Choir contribute a musical background. **GOOD.** (9607).

Color Sports

A DANISH SPORT DELIGHT. Warners—The Sports Parade. 9m. Denmark is a land of beauty and sports, and this subject is devoted to the manner in which the citizens partake of them. Seen are boating, soccer, riding, and particularly tilting by youngsters and adults. The tilting seems to have descended from the days of the knights, and the competition grows keen. All of this makes for an especially interesting subject. **GOOD.** (9510).

RIDE A WHITE HORSE. Warners—Sports Parade. 9m. On the White Horse Ranch in Nebraska, not only are white horses to be found in profusion, but also white Pekinese dogs, white ducks, white turkeys, white rabbits, white doves, etc. A Miss Ruth White runs a training and riding school for young girls who arrive each year after round-up to train the animals in jumping, trotting, trail riding and trickery. Comes graduation day, and a gala exhibition is held for all to see with the gals really showing their stuff. **EXCELLENT.** (9509).

Sports

MORNING LIGHT. 20th-Fox—Movie-tone Sports. 9m. Florida fishing is the theme. After selecting the proper equipment and casting the line, fishermen and women wait for a tug on the line, the sign that one of the marlin is trapped. It's a tough fight, but by keeping the line taut and skillfully handling the rod, even one of the ladies of the fishing party is able to haul in the giant 160-pound prize. **FAIR.** (3303).

WEE WATER WONDERS. Paramount—Grantland Rice Sportlights. 9m. The aquatic activities of two to five-year-old children are demonstrated as they go through their lessons at the Lissa Bengtsen Swim School in California. On graduation day, each performs before a proud audience of mothers and friends, and each receives special award. This reaches its high point when two five-year-olds dive in fully clothed, and race to disrobe under water. **EXCELLENT** (R12-11).

Color Travel

GERMANY. Republic—This World of Ours. 9m. Rising along the banks of the Rhine are seen the towering castles of the middle ages to contrast with the bustling industrial activities on the river. The scars of the past war are seen in the rubble around Cologne's famous cathedral, and the ominous suggestions of another war are observed in the stern border guards between east and west Germany and more especially around Berlin's Potsdammer Platz. Not all is so pessimistic in Germany, however, as evidenced by the gay and colorful peasant festivals in the country's Black Forest. This is in Trucolor. **GOOD.** (9223).

Topical

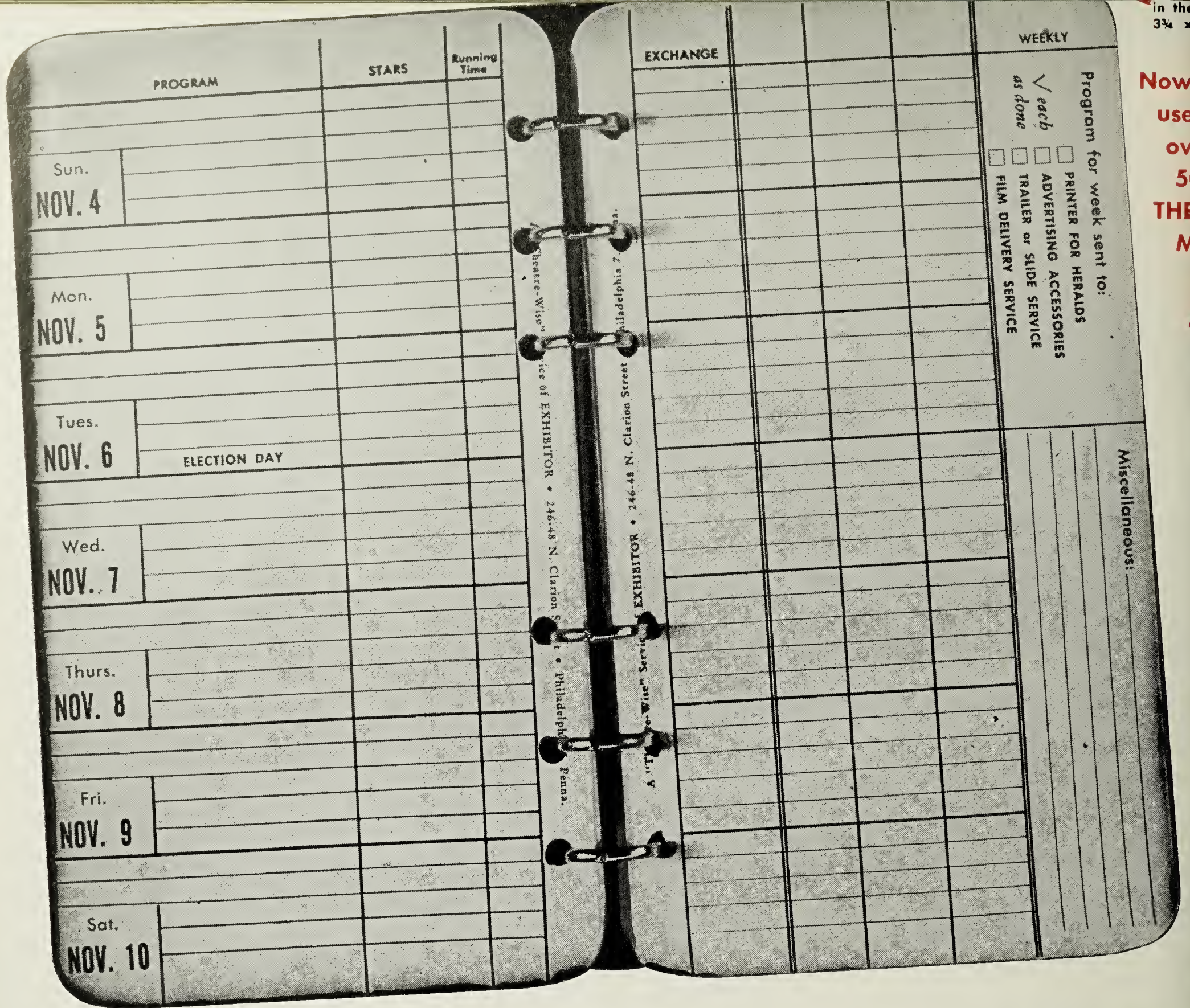
USSR TODAY No. 11—Artkino. 12m. Moscow's subway is seen with its passageways walled in marble and elaborately decorated with sculptured work. The platforms of the line's three stations are beautifully decorated, and the trains are comfortably modern. The effect of the general reduction in consumer prices is seen, too, and the production of bread in a large mechanical bakery is observed, as is also a festival of folk dancing. **FAIR.**

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS		COLUMBIA		LIPPERT		METRO		PARAMOUNT		RKO		REPUBLIC		20th-FOX		UNITED ARTISTS		U.-INT.		WARNERS			
JULY		JULY		JULY		JULY		JULY		JULY		JULY		JULY		JULY		JULY		JULY			
The Maze R. Carlson, V. Hurst, K. Emery (3-D)		Let's Do It Again J. Wyman, R. Milland, A. Ray (Technical)		The Great Jesse James Raid W. Parker, B. Payton, T. Neal, W. Ford (AnsoColor)		Dangerous When Wet E. Williams, F. Lamas, J. Carson (Technical)		Stalag 17 W. Halden, D. Taylor, O. Preminger		Second Chance L. Darnell, R. Mitchum, J. Palanca (Technical)		Sweethearts On Parade R. Middleton, L. Norman, E. Christy (Tricolor)		White Witch Doctor S. Hayward, R. Mitchum, W. Slezak (Technical)		Return To Paradise G. Cooper (Technical)		Francis Covers The Big Town D. O'Connor, N. Guild		The Charge At Feather River G. Madison, F. Lovejoy, V. Miles (WarnerColor) (3-D)			
Northern Patrol K. Grant, Chinook		The Last Posse B. Crawford, W. Hendrix, J. Derek		Eyes Of The Jungle J. Hall, A. Lewis		Main Street To Broadway T. Bankhead, O. de Havilland, H. Fanda		Houdini T. Curtis, J. Leigh, T. Thatcher (Technical)		Devil's Canyon D. Robertson, V. Maya, A. Hunnicutt (Technical)		The Farmer Takes A Wife B. Grable, D. Robertson, T. Ritter (Technical)		The Great Stoux Uprising J. Chandler, L. Bettger, F. Domergue (Technical)		All I Desire B. Stanwyck, L. Nelsan, R. Carlson		The Beggar's Opera S. Hallway, M. Grahame (English-made) (Technical) (Special Engagements)					
Flame Of Calcutta D. Darcel, P. Knowles (Technical)		Pack Train G. Autry, S. Burnette, G. Davis		The Fighting Men Special cast		Lili L. Caron, M. Ferrer (Technical)		The Caddy D. Martin, J. Lewis, D. Reed		Tarzan And The She Devil L. Barker, J. Mackenzie,		The Kid From Left Field D. Dailey, A. Bancroft		The Man From The Alamo G. Ford, J. Adams, C. Wills (Technical)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technical) (Made in England)					
August		August		August		August		August		August		August		August		August		August		August			
The Stranger Wore A Gun R. Scott, C. Trevor (Technical)		Spaceways H. Duff, E. Bartok		Sins Of Jezebel P. Goddard, G. Nader (AnsoColor)		The Band Wagon F. Astaire, C. Charisse, N. Fabray		Shane A. Ladd, J. Arthur, V. Heflin (Technical)		The Sword And The Rose R. Todd, G. Johns, M. Gough (Technical)		Champ For A Day A. Nicol, C. Winninger, A. Tatter		Inferno R. Ryan, W. Lundigan, R. Fleming (Technical)		Thunder Bay J. Stewart, J. Dru, G. Roland (Technical)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technical) (Made in England)			
Mission Over Korea J. Hodiak, J. Derek		Norman Conquest T. Conway, E. Bartok, J. Shelton		The Man From Cairo G. Raft, G. M. Canale		The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick		Arrowhead C. Heston, M. Sinclair, J. Palanca (Technical)		Gentlemen Prefer Blondes M. Monroe, J. Russell, C. Coburn (Technical)		Bandits Of The West, W. R. Lane, E. Waller, C. Downs		I, The Jury Mr. Hyde B. Abbott, L. Costello, B. Karloff, H. Westcott		The Great Stoux Uprising J. Chandler, L. Bettger, F. Domergue (Technical)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technical) (Made in England)			
Valley Of The Headhunters J. Weissmuller, C. Larson		Propect Moon Base D. Martell, R. Ford, H. Rorke		Undercover Agent D. Walsh, H. Caurt (English-made)		Big leaguer E. G. Robinson, V. Ellen, J. Richards		The Caddy D. Martin, J. Lewis, D. Reed		Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England)		Down Laredo Way, W. R. Allen, S. Pickens, D. Drake		The Man From The Alamo G. Ford, J. Adams, C. Wills (Technical)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technical) (Made in England)					
The 5,000 Fingers Of Dr. T. P. L. Hayes, M. Healy, T. Rettig (Technical)		Shadow Man C. Romera		The Fighting Men Special cast		Latin Lovers L. Turner, R. Montalban, J. Lund (Technical)		The Caddy D. Martin, J. Lewis, D. Reed		Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England)		Down Laredo Way, W. R. Allen, S. Pickens, D. Drake		The Man From The Alamo G. Ford, J. Adams, C. Wills (Technical)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technical) (Made in England)					
Cruisin' Down The River D. Haymes, C. Russell, (Technical)		The River D. Haymes, C. Russell, (Technical)		The Fighting Men Special cast		The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick		The Caddy D. Martin, J. Lewis, D. Reed		Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England)		Down Laredo Way, W. R. Allen, S. Pickens, D. Drake		The Man From The Alamo G. Ford, J. Adams, C. Wills (Technical)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technical) (Made in England)					
August		August		August		August		August		August		August		August		August		August		August			
September		September		September		September		September		September		September		September		September		September		September			
Mexican Manhunt G. Brent, K. Sharpe		From Here To Eternity M. Cliff, B. Lancaster, D. Kerr, F. Sinatra, D. Reed		The Man From Cairo G. Raft, G. M. Canale		Half A Hero R. Skelton, J. Hagen, P. Bergen		Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy)		She Had To Say Yes J. Simmons, R. Mitchum, Jungle Fury A. Sheridan, G. Ford, (Color)		Sea Of Lost Ships J. Derek, W. Hendrix, R. Joeckel		Sabre Jet R. Stack, C. Gray, (Cinecolor)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		Island In The Sky J. Wayne, L. Nolan, P. Winger		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		Island In The Sky J. Wayne, L. Nolan, P. Winger	
The Fighting Marshal W. Morris, V. Grey, J. Kellog		Sky Commando D. Duryea, F. Clifford, T. Connors		Undercover Agent D. Walsh, H. Caurt (English-made)		Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England)		The Caddy D. Martin, J. Lewis, D. Reed		Jungle Fury A. Sheridan, G. Ford, (Color)		City Of Bad Men J. Crain, D. Robertson, (Technical)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		Island In The Sky J. Wayne, L. Nolan, P. Winger		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		Island In The Sky J. Wayne, L. Nolan, P. Winger			
The Royal African Rifles L. Hayward, V. Hurst (Color)		Saginaw Trail, W G. Autry, S. Burnette, C. Marshall		The Fighting Men Special cast		The Actress S. Tracy, J. Simmons, T. Wright		The Caddy D. Martin, J. Lewis, D. Reed		Without Reservations C. Colbert, J. Wayne, (Reissue)		99 River Street J. Payne, E. Keyes, (Small)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		Island In The Sky J. Wayne, L. Nolan, P. Winger		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		Island In The Sky J. Wayne, L. Nolan, P. Winger			
The Rose Bowl Story M. Thompson, U. Miles (Color) (Reissue)		The Untamed Breed S. Tufts, B. Britton, G. Hayes (Reissue)		The Fighting Men Special cast		The Actress S. Tracy, J. Simmons, T. Wright		The Caddy D. Martin, J. Lewis, D. Reed		Without Reservations C. Colbert, J. Wayne, (Reissue)		99 River Street J. Payne, E. Keyes, (Small)		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		Island In The Sky J. Wayne, L. Nolan, P. Winger		The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical)		Island In The Sky J. Wayne, L. Nolan, P. Winger			

REALART

July—Caravan—S. Granger, A. Crawford (English-made)
August—Glory At Sea—T. Howard, J. Rice, S. Tufts (English-made)
Hungry Hill—M. Lockwood, D. Price (English-made)
(Reissue)



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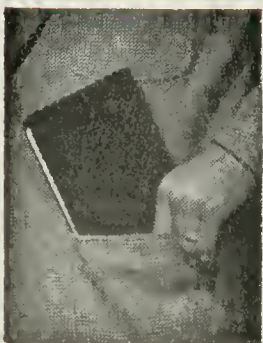
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EXHIBITOR



Number 16
Sections: Section One

AUGUST 19, 1953

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AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

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HE'S SO
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Names make boxoffice news and in the first 39 engagements of this Lester Cowan production the folks are flocking to see the greatest assemblage of top show business personalities ever. A love story that's socko for the fans. An exploitation gold-mine.

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Exciting trade forecast for M-G-M's next Technicolor Musical with the "Bad and Beautiful" girl in a racy romance of gay Rio.

YOU'LL REMEMBER SEPTEMBER



Trade talk is HIGH about the "SEE FOR YOURSELF" Trade Previews for exhibitors in 100 cities following M-G-M's "SEE FOR YOURSELF" Sales Meeting at the Studio, where 10 Big Pictures, largest number of top attractions ever produced for consecutive release, will be screened.



THEN there is the story of the exhibitor who tried to get an adjustment from an independent exchange. The branch manager grew so exasperated that he shouted, "_____!" Whereupon the exhibitor drew himself up to his full height and declared, "Not even a major company would ask me to do that."



A POPCORN problem in the west was solved by the highest court of the state which rejected the complaint of an exhibitor that a popcorn stand near his theatre was a fire hazard, and allowed the stand's operator to continue to operate.



JUST when drive-ins thought all they had to worry about was 3-D and wide-screen, along comes an inventor who has rigged up a wheel-shaped open-airer which offers individual screens, 30 inches by 40 inches, for each car. Presently, he can only handle about 42 cars, but it's a start, he says. The screen pictures are taken off the single print in the booth, but how he does it is the inventor's secret. Up to press time, it looked as if the one concessions stand would take care of all the cars.



CONCERNING the veto of the bill abolishing the 20 per cent admissions tax, the industry must feel the same way as a suitor who wins his bride, arranges for the minister and the church, and then finds the father calling the whole thing off just as the bride is about to say "I do."

—H. M. M.

I N D E X

VOLUME 50, NUMBER 16 AUGUST 19, 1953
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THE COVER PHOTO

Arthur Schwartz and Howard Dietz, composing team of MGM's "The Band Wagon," who toured recently to publicize the film, chat with Cyd Charisse, who stars in it, on her eastern trip.

EXHIBITOR

VOL. 50, No. 16



AUGUST 19, 1953

The Flood Becomes A Trickle

THE GOLDEN FLOOD of 3-D grosses, evident when third-dimensional films were first launched, seems to have slowed down to a trickle in a lot of places, and this includes some of the first-runs, which initially cashed in on the new development.

THE PUBLIC has now given evidence that it is in a selective mood, and simply making a film in 3-D doesn't guarantee a lot of business.

IT IS TRUE that there is no pattern to 3-D tastes, but it is no secret that in the big cities the patrons rushed to see the new dimension fast, with the result that by the time the pictures became available for the later runs, the business just wasn't there.

THE EXHIBITOR, therefore, found himself with a great expense for the 3-D equipment, added booth overhead, and a bigger chunk for the distributor. After the shooting was over, everybody profited except the theatreman.

NOW THE WHOLE THING seems to be backing up.

EVEN in the metropolitan first-runs, the public is choosy, and some of the new 3-D shows aren't even getting started. Whether the ticket buyers favor more action or more gimmicks, they aren't beating the doors down as they used to. Undoubtedly, this will lead to caution on future production, either on the number of 3-D shows or the type. The chief criticism from many has been that there are too many outdoor films.

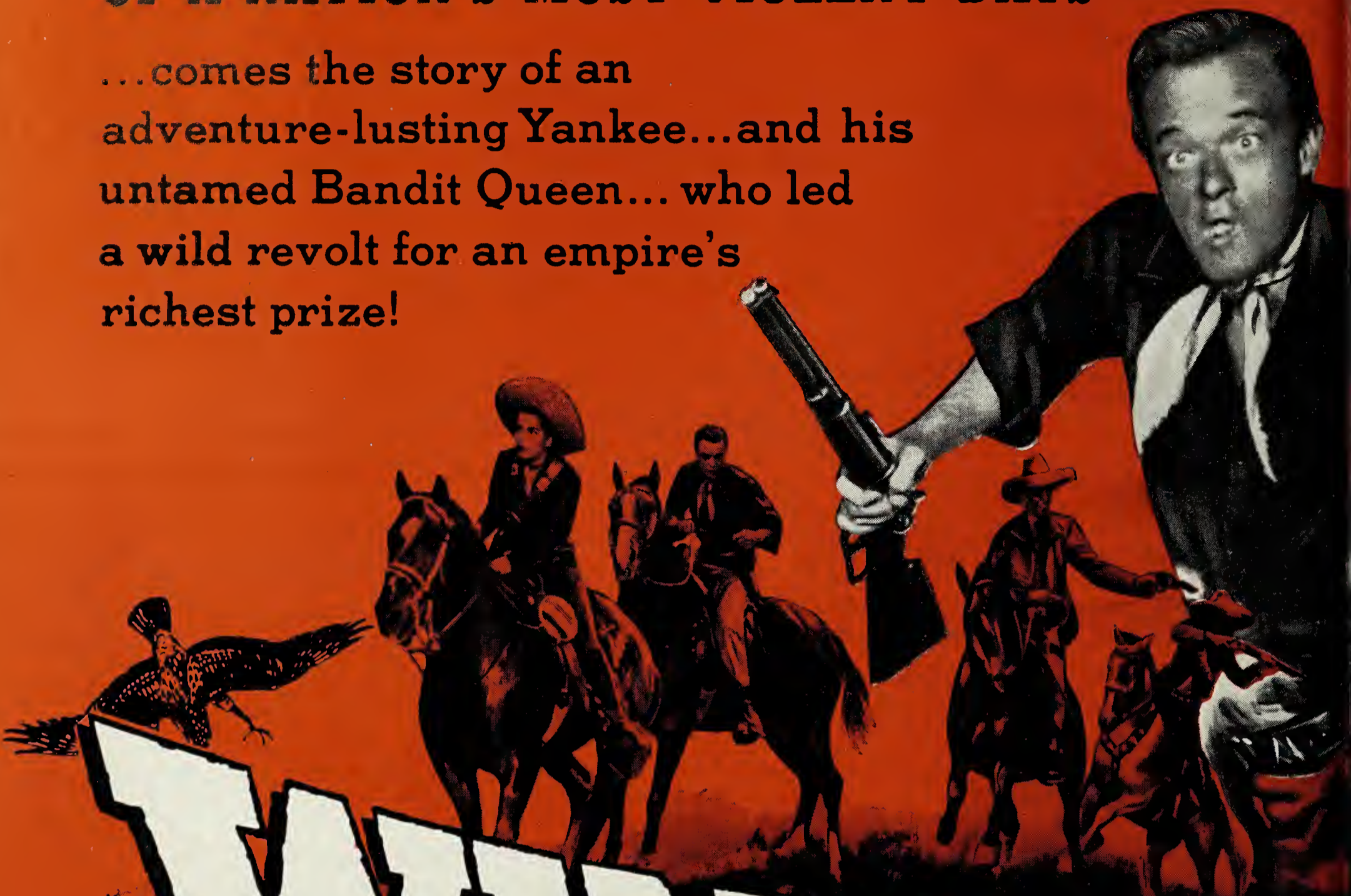
ON THE OTHER HAND, those who said that there is nothing like good, solid entertainment, without 3-D or wide-screens, for top grosses are pointing to such items as "From Here To Eternity", "Gentlemen Prefer Blondes", "The Band Wagon", "Return To Paradise", "Stalag 17", and a few other shows to prove their point.

NO WONDER that the 3-D buying rush seems to be slowing down until the future becomes clearer.

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a wild revolt for an empire's
richest prize!



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and
SUITABLE
FOR
WIDE
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THE HAWK

JULIA ADAMS

ANTONIO MORENO • NOAH BEERY

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and Introducing

ABBE LANE

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Her kiss of surrender
...the prize of victory!



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TERRIFIC...
in each
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U-I makes the Money Makers!



HOWARD DIETZ, MGM VICE-PRESIDENT, AND ARTHUR SCHWARTZ, COMPOSER OF "THE BAND WAGON," BOOST THE FILM AT PHILADELPHIA'S DELL.

The Vice-President Takes To The Road

MGM Scored With Another "First" In Publicizing Its Current Musical, "The Band Wagon"

WHEN an actor or actress tours the nation to publicize his or her latest film, they make news, and nothing is more sensible than sending out the composing team of a lavish musical to ballyhoo their efforts.

However, when a motion picture company vice-president makes the long trek to beat the tom-toms for a new picture, the story takes on "man bites dog" proportions. It just isn't done.

Howard Dietz, MGM vice-president, can be excused, however, for taking off with Arthur Schwartz on a key city publicity jaunt on behalf of MGM's "The Band Wagon." In the first place, Dietz supplied the words to complement Schwartz's music for the film, and, secondly, the pair were celebrating their 25th anniversary of a musical association that has seen them write the scores for more Broadway hits than either can count on his fingers.

MGM could have found no duo better qualified to plug the musical extravaganza in Technicolor. Dietz and Schwartz really made the nation "The Band Wagon"-conscious. They visited Boston, Philadelphia, Washington, Pittsburgh, Cleveland, and Chicago, and were greeted everywhere by press, radio, and TV representatives well acquainted with their enviable musical backgrounds.

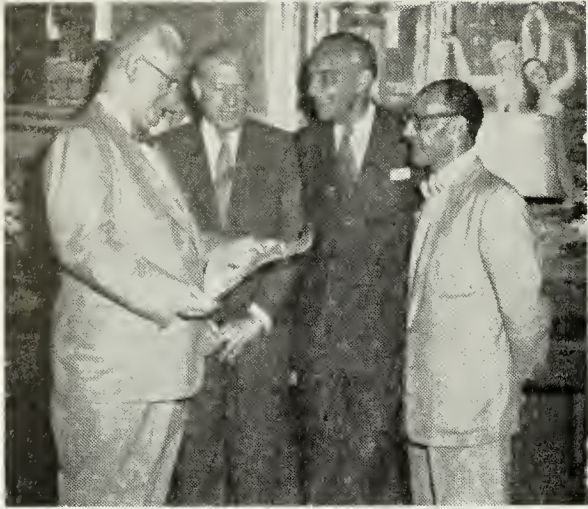
In Philadelphia, they made an appearance at the famed Robin Hood Dell, where one of the songs from "The Band Wagon," "I Love Louisa," was played in their honor by the Philadelphia Symphony Orchestra, with Alexander Hilsburg conducting.

The entire tour was a piece of master showmanship.

Their efforts should aid considerably in the film's duplicating the record-smashing grosses piled up at the Radio City Music Hall in theatres all over the nation.



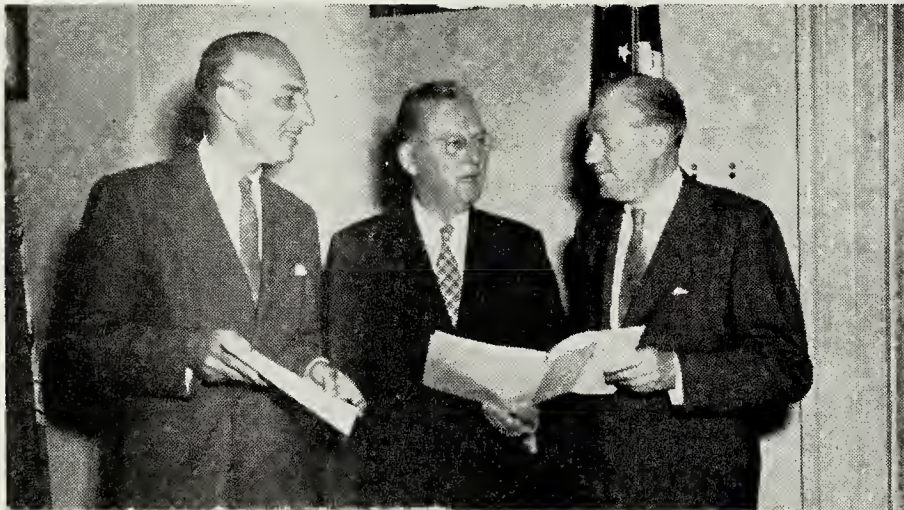
William Goldman, right, head, William Goldman Theatres, greets Schwartz and Dietz, "The Band Wagon" lyricist and composer, in Philadelphia.



Bert Nickerson, left, president, Boston Musicians' Association, and Pat Sands, right, vice-president, in Boston, present the travelling team with an award of merit for their contributions to music.



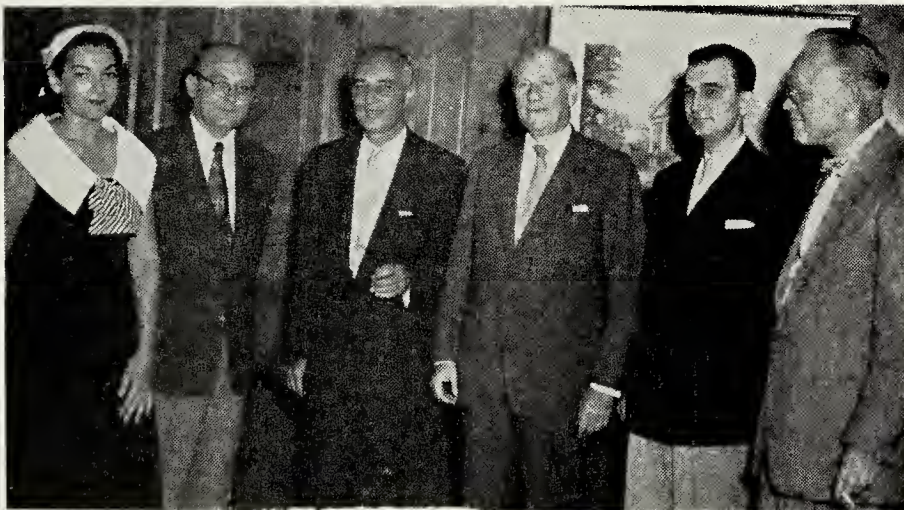
Dietz and Schwartz cut a 25th anniversary cake at the cocktail party given in their honor in Philadelphia during their visit on behalf of "The Band Wagon." During their quarter of a century of musical collaboration, the talented men have turned out the words and music for many Broadway hits, and the Technicolor film promises to be one of the biggest musical successes in MGM history.



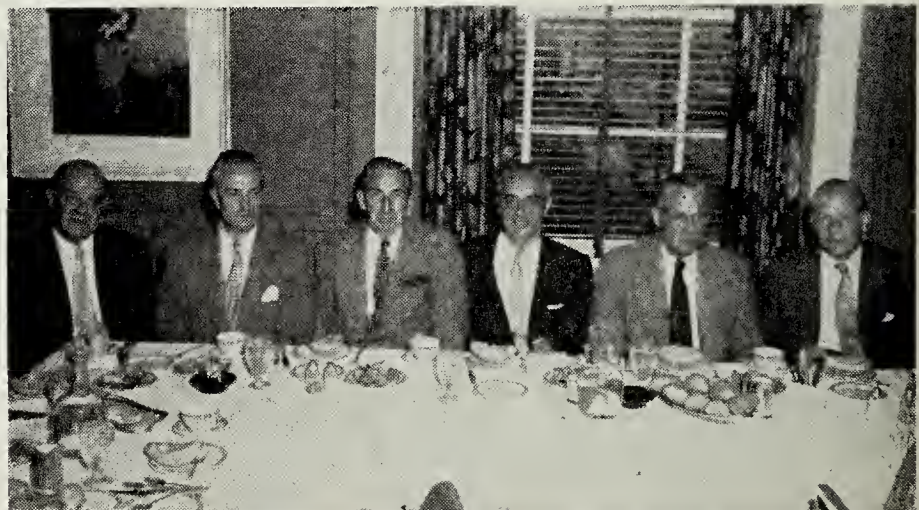
Boston's Mayor John B. Hynes meets Dietz, right, and Schwartz, left, during the tour, and proclaims "Dietz-Schwartz Week" for "The Bond Wagon."



With Dietz called back to the coast for conferences on future product, Schwartz winds up the tour in Chicago, playing the score for models.



Seen, left to right, are Doris Pearl, Adams representative; Al Weitschot, critic, The Detroit News; Schwartz; Dietz; Normon Meyers, Adams general manager, and Walter Stevenson, critic, The Detroit Times, at a reception in Cleveland for the song writing team of MGM's current Technicolor hit.



A luncheon for the press, radio, and TV at the Statler Hotel, Cleveland, honors the composing team, and seen, left to right, are Jack Sogg, MGM branch manager; Frank Murphy, Loew's Theatres; Arthur Spaeth, The Cleveland News; Schwartz; W. Word Marsh, The Plain Dealer, and Dietz.



Dietz and Schwartz are honored in Washington, and seen, clockwise from bottom center, are Herbert Bennin, MGM Washington branch manager; Joel Margolis, Loew's Polace manager; Bill Beole, Acme Photos photographer; Ernie Schier, drama editor, The Times Herald; Schwartz; Richard Coe, drama editor, The Washington Post; Tom Baldridge, MGM field representative; James O'Neol, drama editor, The Doily News; Dietz; Jack Foxe, publicity director, and Orville Crouch, Loew's eastern division manager.



Dietz, Schwartz, and son, Jonathon Schwartz, are greeted at Washington's Union Station by Bennin and Crouch. The tour proved quite successful, and the song-writing team, also celebrating the 25th anniversary of a musical partnership, garnered plenty of newspaper space and radio and television time for "The Band Wagon." The two also appeared on various disc jockey shows, playing the musical score from the Technicolor film. The tour was an example of excellent showmanship, and pleased MGM considerably.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Corporate

Stanley Warner gets the green light to go ahead with its expansion of Cinerama in exhibition and production (page 11).

Deaths

Leon Levenson, American Theatres Corporation concessions head, passes (page 11).

Distribution

MGM reveals details of its "See For Yourself" screenings on the coast starting on Aug. 31 (page 10).

Exhibition

COMPO's Bob Coyne urges ailing theatres to stay open by whatever means possible (page 10).

Financial

WB profit is \$796,000 for the quarter (page 9).

RKO shows a loss, but there's some improvement in the quarterly report (page 10).

National Theatres reports a good 39-week profit (page 11).

Paramount Pictures' quarterly profit shows an increase (page 20).

International

Canada sees CinemaScope (page 14).

The TOA's Herman Levy reports on his British trip (page 14).

Legal

A Dorchester, Mass., theatre sues for two millions (page 21).

Mel Konecoff

A report on CinemaScope by President Spyros Skouras, 20th-Fox; comments on the recent tax elimination fight, and other items are noted (pages 9 and 20).

Organizations

Allied States Association asks for confidence, and also comments on the recent Senate Subcommittee hearings (page 18).

Production

20th-Fox demonstrates its new four track single film magnetic sound system (page 15).

The MPAA won't change the Production Code (page 18).

Technical

Polaroid demonstrates some synchronization devices (page 11).

Some executive changes occur in Pola-Lite (page 11).

TV permit holders seek subscription TV action from the FCC (page 15).

Ballantyne shows its latest developments (page 15).



Seen, left to right, at the pre-premiere breakfast before leaving for the opening of Columbia's "From Here to Eternity" at the Capitol, New York, are EXHIBITOR's Mel Konecoff; Al Rylander, Columbia exploitation director; Donna Reed, starring in the film, and Buddy Adler, producer.

"Eternity" Hottest In Broadway Sector

NEW YORK—The phenomenal business being done at the Capitol with "From Here To Eternity", where new house records were being racked up almost daily, topped the Broadway first-runs last weekend, although very good business was reported by Radio City Music Hall, the Roxy, and the Mayfair.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE MASTER OF BALLANTRAE" (WB). Paramount, with stage show, expected the second session to tally \$55,000.

"GENTLEMEN PREFER BLONDES" (20th-Fox). Roxy, with ice show, claimed \$65,000 for Wednesday through Sunday, with the fifth week heading toward \$85,000.

"THE BAND WAGON" (MGM). Radio City Music Hall, with stage show, announced \$78,000 for Thursday through Sunday, with the sixth week bound to top \$127,000.

"SECOND CHANCE" (RKO). Criterion anticipated the last nine days of this 3-D film at \$14,000.

"HOUDINI" (Para.). Holiday expected the seventh week to reach \$9,500.

"DREAM WIFE" (MGM). Rivoli claimed the third, and last, week would hit \$14,000.

"INFERNO" (20th-Fox). Globe reported the opening week of this 3-D attraction at \$13,000.

"THE WAR OF THE WORLDS" (Para.). Mayfair reported \$57,000 for the opening week.

"STALAG 17" (Para.). Astor was sure to tally \$29,000 on the seventh week.

"LATIN LOVERS" (MGM). Loew's State anticipated the opening week at \$17,000.

"THE MOON IS BLUE" (UA). Victoria announced the sixth week would go over \$18,000.

"THE CRUEL SEA" (U-I). Fine Arts claimed a \$16,000 opening week.

"FROM HERE TO ETERNITY" (Col.). Capitol led all Broadway again, and was heading for \$163,000 or more on the second week.

WB Profit \$796,000

NEW YORK—Warner Brothers Pictures, Inc., and subsidiary companies last week reported for the first three months of operations ending on May 30, 1953, a net profit of \$796,000, after provision of \$1,250,000 for federal taxes on income and after a provision of \$50,000 for contingent liabilities. Film rentals, sales, etc., amounted to \$17,071,000.

New York News Letter

— By Mel Konecoff —

EXHIBITORS intent upon installing CinemaScope in their houses were told by Spyros Skouras, president, 20th-Fox, last week that they would have to spend



KONECOFF

about \$1000 dollars less than originally estimated, since an increase in production volume has permitted cutting the price of a pair of CinemaScope lenses by that figure.

The original price stood at \$2,875 per pair while the new price schedule calls for approximately \$1,900 per pair for the large

sized or long throw lenses and \$1,800 per pair for the small size or short throw lenses. The Miracle Mirror screen, initially developed for use with Eidiphor when that medium is perfected for theatres and which still can be used for it, will still sell at \$3 per square foot, of which 60 cents goes to the dealer. It was said, however, that another screen, Magnaglow Astrolite, was being tested, and, if accepted, may sell for less to smaller theatres where it will best be utilized.

Skouras estimated that 20th-Fox had about 10 millions invested in the manufacture of stereo sound equipment, new lenses, and screens, as well as in the changeover to the newly perfected four-track-on-one-film system. Progress has been made on the latter to the extent that in October it is expected that between 750 to 1,000 sound sets are expected to be reduced. Overall investment in the new processes by all concerned, including equipment manufacturers, comes to 100 millions world-wide.

On production of CinemaScope features, the \$25,000 per picture fee is still in effect on single picture deals while acceptance of an annual deal on CinemaScope, on the order of the contract by MGM which calls for an unlimited number of pictures per year, the cost per picture works out to under \$10,000 per production. Included in the deal are two camera lenses, two projection lenses, and a projection room screen, returnable at the end of the contract period.

Skouras announced that the company was meeting very little resistance among producers, with Paramount perhaps the only major to refuse to experiment with the medium. While 20th-Fox at the moment has the lead in this medium, Skouras expected to keep it through constant experimentation, the prime reason for maintaining control. Skouras is amazed at the rapid progress made by everyone, stating that nine months ago

(Continued on page 20)

"Hold On"—Coyne Advises Ailing Theatres

Greater Than 10 Per Cent Tax Reduction Seen; Fine Job Done By Industry In Campaign Praised

NEW YORK—At a press conference last week, Robert Coyne, coordinator, Council of Motion Picture Organizations, urged those theatres which were predicted as ready to close unless tax relief were forthcoming to remain open as long as they could by whatever means necessary. Coyne feels that after a few months there will be relief, and that it will be greater than a 10 per cent reduction.

Coyne is not discouraged by the setback, but is thinking of concentrating on a new sense of direction as far as the fight on taxes is concerned to convince Congress that it is right, and that its work will not be vetoed the next time.

Coyne said he had dispatched a wire to the President on behalf of COMPO after the veto, which read: "In defeat today, after a fight we feel we should have won, we want you to know that we have the deepest respect for your convictions. The industry, as always, is completely at your service."

As far as passing on the reduction to the public in the form of lowered admissions, Coyne reported that no promises were made to anyone along those lines, and that it would have been impossible for the 5,000 small situations concerned the most to have done this and still remain in business. He has no doubt but that the houses operating at a reasonable profit would have passed on a saving to the public. This was made clear to all Congressmen during the campaign.

Coyne took the opportunity to thank all concerned for the fine job on the campaign, the governing triumvirate of Sam Pinanski, Trueman Rembusch, and Al Lichtman, the tax committee, Pat McGee, Colonel Cole, the many state and local groups, and MPAA, company officials, the COMPO staff, the Al Sindlinger research organization, the trade papers, and everyone else in on the fight.

Meanwhile, the executive board of Texas COMPO suggested a three-point program for continuing the tax fight: that every exhibitor in Texas raise admissions equal to the 20 per cent tax, that a trailer be used to explain why the raise became necessary because of the death of the tax elimination law, and the issuance of a weekly report on theatre closings and amount of tax money lost, to be sent to the President, the Treasury, and Congressional leaders.

Claude Ezell, presidential director, International Drive-In Theatre Owners Association, stated last week, "In order to offset operational losses in my circuit, despite reaching the so called 'point of diminishing returns', I intend to increase my admission prices which will range from 11 to 18 per cent with the premise that this increase will be remitted proportionally to patrons once the federal tax is reduced or eliminated. This is the only

Columbia's "Eternity" Sets All-Time Record

NEW YORK—Columbia's "From Here To Eternity" made some box-office history last week, establishing a world's record one week gross figure of \$171,674 for non-stage show theatres in the Capitol engagement.

In its initial week, the film version of James Jones' best selling novel was seen by more people than had ever before paid their way into a theatre with a straight motion picture policy anywhere in the world.

Gross receipts for the first two days of the second week topped the receipts of the first two of the opening week.

alternative for many members of the International group."

At the monthly meeting of the Georgia Theatre Owners and Operators in Atlanta last week with J. H. Thompson, president, presiding, the group urged the industry to continue the fight to eliminate the tax. Reports were made on the tax campaign by Willis Dais, Atlanta; O. C. Lam, Rome, Ga.; Fred Storey, Atlanta; Nat Williams, Thomasville, Ga., and Dick Kennedy, Birmingham, Ala. The committee, as well as all members represented, voted to continue the battle. Several complaints were made that the legitimate theatres did not participate in fighting the tax bill. Alfred Starr, president, TOA, also spoke on the tax situation.

Jack Kirsch, Allied Theatres of Illinois president, released the copy of a letter sent last week to the tax drive leaders thanking them for their work and urging that the fight be continued.

Meanwhile, a tendency to raise prices with the death of the tax exemption bill appeared in some sections of the country.

It was also learned that Congressman Daniel A. Reed and Congressman Leo Allen will make brief newsreel appearances on the tax relief campaign. Both were active on behalf of repeal.

Exhibitors were still asked to send letters to their Congressmen, Senators, and those legislative leaders in the forefront of the tax relief campaign thanking them for their efforts.

Kingsberg In Loew's Post

NEW YORK—It was learned last week that Malcolm Kingsberg, former RKO Theatres president, has become associated with Loew's Theatres in an executive capacity.

RKO Pictures Shows Loss, But There's Improvement

NEW YORK—A net loss, after all charges, of \$615,238 was reported this week by RKO Pictures Corporation and subsidiaries for the second quarter ended on July 4.

For the six-month period ended on July 4, the loss, after all charges, was \$3,490,737, compared to a net loss of \$3,712,834 for the same period in 1952.

MGM Reveals Details On Coast Screenings

NEW YORK—MGM's domestic and international "See For Yourself" sales conference, at which new product scheduled for fall and winter release will be shown to sales executives, will be held at the MGM studios in Culver City, Cal., and at the Ambassador Hotel, Los Angeles, during a five-day period starting on Aug. 31, it was announced last week by Charles M. Reagan, MGM general sales manager, and Arthur M. Loew, president, Loew's International Corporation.

The studio screenings will include the following:

"Easy To Love", Technicolor, Esther Williams, Van Johnson, Tony Martin, and John Bromfield, produced by Joe Pasternak and directed by Charles Walters; "Fort Bravo", Ansco Color, William Holden, Eleanor Parker, John Forsythe, William Demarest, Polly Bergen, and William Campbell, produced by Nicholas Nayfack, and directed by John Sturges; "Kiss Me Kate", Ansco Color, Kathryn Grayson, Howard Keel, Ann Miller, and Tommy Hall, produced by Jack Cummings, and directed by George Sidney; "The Long, Long Trailer", Ansco Color, print by Technicolor, Lucille Ball and Desi Arnaz, produced by Pandro S. Berman, and directed by Vincente Minnelli; "Take The High Ground", Ansco Color, Richard Widmark, Karl Malden, and Elaine Stewart, produced by Dore Schary, and directed by Richard Brooks; "All The Brothers Were Valiant", Technicolor, Robert Taylor, Stewart Granger, and Ann Blyth, produced by Pandro S. Berman, and directed by Richard Thorpe; "Mogambo", Technicolor, Clark Gable, Ava Gardner, Grace Kelly, and Donald Sinden, produced by Sam Zimbalist, and directed by John Ford; "Knights Of The Round Table", Technicolor, Robert Taylor and Ava Gardner, produced by Pandro S. Berman, and directed by Richard Thorpe, and "Rose Marie", Eastman Color and CinemaScope, Ann Blyth, Fernando Lamas, and Howard Keel, produced by Arthur Hornblow, Jr., and directed by Mervyn LeRoy.

Arrangements are now being made for theatre screenings of "Mogambo" in approximately 100 theatres in exchange and other cities throughout the country, and it is expected that the other pictures planned for this "See For Yourself" campaign of showmanship recognition will be scheduled soon.

As an unusual incentive to enlist exhibitor cooperation, MGM's sales and promotion departments will conduct a contest among exhibitors for the best campaign on "Mogambo."

All the pictures are in Technicolor, Ansco or Eastman color.

Theatre TV Leasing Looms

NEW YORK—A deal to lease theatre TV equipment for the Marciano-LaStarza heavyweight title bout on Sept. 24 has been concluded by Theatre Network Television, RCA, and General Precision Laboratories, it was learned last week.

This represents the first time theatre TV equipment has been made available on a leased basis.

SW Gets Green Light For Cinerama Growth

Polaroid Offers New Synch. Devices

NEW YORK—The Polaroid Corporation last fortnight gave a demonstration at the WB home office projection room of new devices developed to permit projectionists to maintain perfect synchronization at all times of the two linked projection machines used in 3-D showings. Two synchronization monitors developed in Polaroid laboratories were demonstrated by L. W. Chubb, senior research engineer.

An electric synchronization monitor, which provides an automatic warning for any mis-synchronization up to four frames, and a cheaper, more compact stroboscopic model which scans the screen and indicates by a break in its line pattern any partial frame mis-synchronization were demonstrated. Both monitors are accurate to one-tenth of a frame. Beyond one frame, the mis-synchronization is immediately apparent to the trained eye of the projectionist, who can make his adjustments with the control devices also demonstrated by Polaroid. The complete Polaroid equipment is priced under \$100.

It was indicated at the demonstration that there is a need for more information about the specific plans of the studios regarding what type of stereo-sound tracks will be used.

National Theatres Shows Profit

HOLLYWOOD—The consolidated net income, after all charges of National Theatres, Inc., and voting-controlled subsidiaries for the 39 weeks ending on June 27, 1953, was last week reported as \$1,873,521, or 68 cents per share, on 2,769,486 shares of stock outstanding. For the 39 weeks ended on June 28, 1952, net income after all charges of Wesco and subsidiaries and Roxy combined was \$1,189,856, equivalent to 43 cents per share on stock now outstanding.

For the 13 weeks ended on June 27, 1953, consolidated net income was \$414,992, or 15 cents per share. This compares with the net income of Wesco and subsidiaries and Roxy combined for the corresponding quarter of \$54,691, two cents per share.

Leon Levenson Mourned

BOSTON—The trade was shocked last week by the sudden death of Leon Levenson, 47, chairman, concessions committee, Theatre Owners of America, and head of theatre concessions for American Theatres Corporation.

He was a Harvard graduate, class of 1928. Surviving are his widow and a brother.

Stereo Sound Total Grows

CHICAGO—It was estimated last fortnight by the Motiograph Company that the number of theatres supplied with stereophonic sound equipment by them, Altec, and other companies by Sept. 30 will be 600. Motiograph expects to deliver 100 sets of the equipment with two separate magnetic reproducers to theatres soon.



Shaking hands recently on the completion of a production-distribution agreement for UA's release of "Sarangani," Philippine film, are, left to right, Mort Nathanson, UA publicity manager; M. L. Padilla, Philippine financier, who will co-produce; Arthur B. Krim, UA president, and Manuel Conde, who will produce, direct, and star in the picture, at the home office.

Pola-Lite Reveals Executive Changes

NEW YORK—The Pola-Lite Company last week revealed several changes in its executive setup.

Matthew Fox has been named chairman of the board, S. G. Fassoulis, 31-year-old head of a world-wide export-import business, has been appointed president and chief executive officer, and Al O'Keefe, former national sales executive for U-I, has been signed as vice-president in charge of sales.

Pola-Lite announced it has signed a long-term agreement with National Film Service, Inc., through James Clark, president, and Chester Ross, executive vice-president, whereby Pola-Lite's 3-D glasses will be sold and distributed through National Film Service's affiliated 33 exchanges. With the completion of the company's fifth plant, production capacity will soon reach seven million glasses per week. The new plant is located in Brooklyn. Other plants are in Long Island, Leominster, Mass., and Toronto, Canada.

Polaroid Asks Transfer

WILMINGTON, DEL.—Polaroid Corporation, represented by Harold B. Howard, last week filed a motion in U. S. District Court requesting transfer to Massachusetts of the declaratory judgment action filed by Multiplate Glass Corporation. This action, according to the motion, raises the issue of validity and infringement of several of defendant Polaroid's patents; the infringement of which defendant complaints arose, Polaroid says, from the use by Loew's, Inc., within the District of Massachusetts, of light-polarizing materials obtained by Loew's from the plaintiff, Multiplate.

Polaroid further asserts that an action has been instituted by it in the U. S. District Court of Massachusetts against Loew's, Inc., for patent infringement, and raises issues identical with those raised in the Delaware action.

Judge Hand Signs Order Permitting Company To Take Over Production And Theatre Interests With D Of J Okeh

ELIZABETHTOWN, N. Y.—Federal Circuit Judge Augustus N. Hand last week signed an order permitting the Stanley Warner Corporation to engage in the production and distribution of Cinerama pictures and also the operation of Cinerama theatres. His action followed approval by the Department of Justice of the agreement made by Stanley Warner to take over the production and theatre interests of Cinerama Productions Corporation. In approving the transaction, the Department of Justice imposed limitations in the original contract between Stanley Warner and Cinerama Productions.

Following the approval by Federal Circuit Judge Hand of the petition of Stanley Warner to engage in the exhibition, production, and distribution of pictures in the Cinerama process, Simon H. Fabian, president, Stanley Warner, said, in part:

"The far-seeing decision of Judge Hand and the vision of the Department of Justice have given us a green light for the development of Cinerama. As motion picture theatre people, we are happy to have in our hands the one medium that began the current motion picture revolution and that will enable us to keep far ahead of any possible competition.

"Because of its superiority in creating entertainment, the acquisition of Cinerama gives Stanley Warner the opportunity for the greatest development in the history of the motion picture business. I have seen nothing to compare with Cinerama in emotional impact or public acceptance. Cinerama is supreme in its ability to make real for audiences the persons, places and events throughout the world.

"These advantages of Cinerama will be maintained by the staff of noted scientists and practical men of the theatre associated with it, including Fred Waller, the inventive genius who created it; Hazard Reeves, one of the great minds in the field of sound; Herbert Barnett, president, Society of Radio and Television Engineers, and Lester Isaac, supervising the Cinerama theatres.

"We are now planning to add Cinerama theatres in Philadelphia and Washington, but Cinerama will not be confined to the United States. It will be shown worldwide. Responsible interests are presently negotiating to open in London and Rio de Janeiro.

"It's a great challenge, a great opportunity, a great responsibility. We hope to meet it with a series of Cinerama productions which will entertain the whole world."

It's A Girl

NEW YORK—Herb Steinberg, Paramount publicity director, and Mrs. Steinberg last week became the parents of their second child, an eight-pound girl born at Beth Israel Hospital. They have a son, four.

IN HONOR OF OUR BELOVED
 FOUNDER'S GOLDEN JUBILEE,
 YOU ARE INVITED TO...

Celebration

FOR PARAMOUNT WEEK SEPT. 6-12

World Premiere Engagements
 Radio City Music Hall

GREGORY PECK
AUDREY HEPBURN
 in
 William Wyler's
ROMAN HOLIDAY

SOON

Timeliest drama of our time.
 Filmed on the spot in Korea.

HAL WALLIS'
CEASE
FIRE
IN 3-D

Stereophonic Sound

THOSE
REDHEADS
FROM
SEATTLE
IN 3-D

Color by **TECHNICOLOR**

Starring

Rhonda Fleming • Gene Barry
 Agnes Moorehead • Teresa Brewer
 Guy Mitchell • The Bell Sisters
 Stereophonic Sound

GINGER ROGERS
WILLIAM HOLDEN
PAUL DOUGLAS
 in
FOREVER
FEMALE

with **JAMES GLEASON**
 and introducing
PAT CROWLEY

All In Addition To Current Hits Like: **SANGAREE**

ate with Paramount's greatest
entration of big profit attractions

SEPTEMBER

Trade-shows clocked more
laughs than any picture
they've made.

DEAN JERRY
MARTIN and LEWIS

in
**THE
CADDY**

Co-starring DONNA REED

OCTOBER

Now the sensation of New
York at Broadway's Mayfair.

**THE WAR
OF THE
WORLDS**

Color by TECHNICOLOR
For Panoramic Screens
Stereophonic Sound

OCTOBER

"Greatest of the great new pix,
and one of all-time greats."

—Hollywood Reporter

**BING CROSBY
CLAUDE DAUPHIN**

in
A Perlberg-Seaton Production

**LITTLE
BOY LOST**

BOB HOPE
TONY MARTIN
ARLENE DAHL
ROSEMARY CLOONEY

in
**HERE
COME THE
GIRLS**

Color by TECHNICOLOR

JOAN FONTAINE
JACK PALANCE
CORINNE CALVET

in
**FLIGHT TO
TANGIER
IN 3-D**

Color by TECHNICOLOR
Stereophonic Sound



America's favorite cartoon
character—in the biggest
novelty short entertain-
ment in years! Another
proof that there is no
substitute for

Paramount Shorts

UDINI · SHANE · STALAG 17 and ARROWHEAD

The International Scene

Canada

20th-Fox Holds CinemaScope Show

TORONTO—Nearly 4,000 exhibitors, newspaper editors, equipment manufacturers, government, and financial leaders attended the first Canadian demonstration of 20th Century-Fox's CinemaScope at the Imperial last week.

Twentieth Century-Fox executives Arthur Silverstone, eastern and Canadian sales manager, and Alex Harrison, home office representative, joined with Peter Meyers, Canadian division manager, and V. J. Beattie, Toronto branch manager, at the demonstration.

Canadian Comment

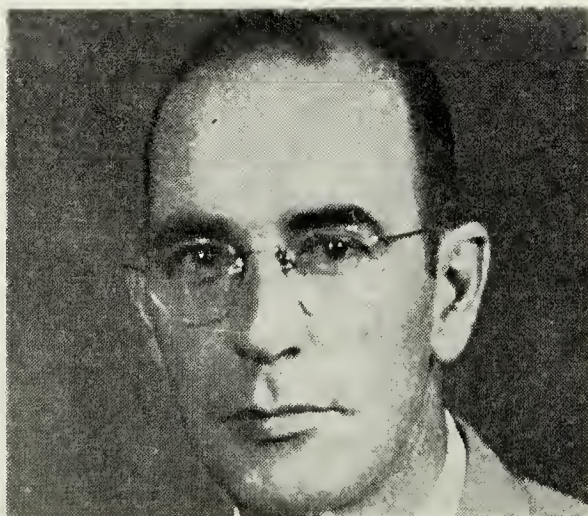
There are some Indians in Canada who feel the motion picture industry has been responsible for a heap big injustice. One of their number climbed aboard a smoking iron horse, and came into Toronto to have a little chat with Arch Jolley, executive secretary, Motion Picture Industry Council of Canada. The representative, known among his own as Chief Howard Big Skye, is a ranking figure on the Ohsweken reserve near Brantford, a sub-chief of the Cayuga tribe. With the help of a couple of lowly drumbeaters, Stan Helleur, Warners, and Tiff Cook, Famous Players, the chief presented Arch with a little more than just a grunt, a petition to which Jolley just groaned. Root of the Indians' complaint is that the redskins in motion pictures don't win enough battles. Now he had 60 signatures to back his statement up, pointing out that he himself had refused offers from Hollywood. Well, Cook and Helleur got their point across, even if the Indian chief didn't. They scored with stories in the three daily papers, and had the drums beating hard for WB's "The Charge At Feather River", playing FPCC's Shea's, Toronto.

CINE CHATTER: Charlie Bodley, who started his career as a musician in 1908 and eventually became an orchestra director at Keith Theatres, New York, died in his 69th year. . . . The North-East Drive-In, Toronto, is providing free attraction for the juve trade. Over at its opposite number, the North-West Drive-In, an Evangelical group is holding church services every Sunday. . . . Jim Nairn, director of advertising and public relations, Famous Players, was off on a week's holiday. . . . Bob Murphy, Paramount manager, Vancouver, was transferred to Montreal as branch manager. Bob Lightstone, former Winnipeg salesman, took over from Murphy. . . . The nine-months-old grandchild of Haskell Masters, Canadian general manager, Warners, died of accidental suffocation. . . . Al Mitchell, former manager, Odeon-Paradise, Vancouver, was promoted to supervisor of three theatres in the New Westminster district for Odeon. . . . Two drive-ins near Vancouver are getting around



Among those seen at United Artists' recent European sales convention in London were, left to right, Montague C. Morton, managing director of UA for Great Britain; Robert S. Benjamin, chairman, UA board; Arnold M. Picker, UA vice-president in charge of foreign distribution; Max E. Youngstein, UA vice-president, and Charles Smadja, veteran continental manager for UA.

the Lord's Day Act, which prohibits shows on Sunday, by taking up a silver collection. . . . Two daughters of A. J. Mason, well-known Maritime exhibitor, had a harrowing experience when their yacht became engulfed in fog, and the pair were lost for five days without food and gasoline. . . . Tourists are patronizing the walk-in section of the Grand Bay Drive-In, Grand Bay. . . . Sale of the 580-seat Rouyn, Rouyn, Que., has been announced, due to the ill-health of owner F. Robin. . . . A dividend of 13 cents has been declared by Consolidated Theatres Limited, an affiliate of Famous Players, Montreal. . . . Opening of "The Charge At Feather River", Shea's, Toronto, was marked by a stunt to which 2600 boys and girls, carriers for The Telegram, attended. . . . Al Hartshorn, for 12 months in the Mountain San, Hamilton, has been released. . . . The father of Norm Gray, manager, Algoma, Sault Ste. Marie, died. . . . Vic B. Nowe, manager, Odeon Carlton, Toronto, has a display of 24 paintings of New York done by Alex von Svoboda. . . . Luncheon for those attending the CinemaScope showings at the Imperial, Toronto, followed the screening, with Peter Meyers as host. . . . A dawn-to-dusk show was held at the Kingston Drive-In.



Arthur Doyle, U-I managing director in Japan, was recently appointed to the post of Eastern and Far Eastern supervisor, replacing H. L. Tonks.

Herman Levy Reports On British Scene

NEW YORK—Herman Levy, general counsel, Theatre Owners of America, reported last fortnight on his month's stay in London. Levy studied the operations of the Cinematograph Exhibitors Association, and stated that British exhibitors feel that they are operating in a buyers' market, and that British exhibitors feel that while the quality of the general run of British-made product is not such that it can compete with those from America, nevertheless, it does increase the supply.

"It was because of that that I found there was not much objection to contributing to the subsidy fund, per se, but rather, to doing that in addition to the very high admissions tax," Levy said. "If the admissions tax is removed or reduced, it is my impression that objections to the contribution to the subsidy fund will be negligible."

Levy added that the British box-office had not suffered the decline that it has in this country.

On the subject of 3-D, Levy found a watch-and-wait policy on the part of exhibitors, and thought it would take a long time before 3-D received a hearty welcome in Britain.

He wound up by saying that British exhibitors, like their American cousins, think that there is nothing wrong with the business that good pictures will not cure.

Canadian sales plans and policies for "The Robe" and "How To Marry A Millionaire" formed the agenda at the 20th Century-Fox sales meeting in Toronto. Arthur Silverstone, eastern and Canadian sales manager, conducted the sessions. Participating in the talks were Peter Meyers, Canadian division manager, and branch managers Robert A. Crington, Calgary; G. L. Chernoff, Montreal; R. G. March, St. John; V. J. Beattie, Toronto; J. E. Patterson, Vancouver, and J. H. Huber, Winnipeg. J. J. Fitzgibbons, Famous Players president, and Leonard Brockington, Odeon Circuit, and their staffs were guests at the sales meeting.

Elevation of Bob Murphy, for many years Vancouver branch manager, to Montreal branch manager, was announced as one of the four important promotions within Paramount's Canadian sales organization. Murphy replaces Tom Dowbiggin, who, because of ill health, is entering semi-retirement. Dowbiggin will continue with the Montreal branch as consultant sales manager. The announcement included naming of Bob Lightstone as Vancouver branch manager, promoted from salesman in the Winnipeg branch. Norm Simpson has been promoted within the Winnipeg branch from booker to salesman. The personnel changes were announced by Gordon Lightstone, Paramount Canadian general manager.

—HARRY ALLEN, JR.

Japan

Americo Aboaf, vice-president and general sales manager, Universal International, was recently appointed to the post of Eastern and Far Eastern supervisor, replacing H. L. Tonks. (Continued on page 20)

Theatres Following New Tax Payment Policy

NEW YORK—Theatres throughout the country are now using a new system of paying their admission taxes, it was learned last fortnight.

Instead of making out checks monthly to the Internal Revenue Department, the theatres now make out a monthly depositary receipt for federal excise taxes to their bank, together with the check for the proper amount. The bank returns the receipt from the federal reserve bank.

At the end of each quarter, the theatre sends its receipts to the Internal Revenue Department, or it may choose to send in the third month's check direct to the Department along with the receipts for the other two months.

The identification number is the same as for social security.

TV Permit Holders Ask FCC Sub. Action

WASHINGTON—A group of holders of construction permits for UHF television stations in New Jersey, Pennsylvania, and Connecticut last fortnight filed a petition with the FCC calling on it to set a rule-making procedure looking toward authorization of a limited service of subscription TV.

Led by the Home News Publishing Company, grantee of UHF Channel 47, WDHN-TV, New Brunswick, N. J., the petition includes the Pennsylvania Broadcasting Company, WIP-Gimbels, grantee of UHF Channel 29, Philadelphia; Stamford-Norwalk Television Corporation, grantee of UHF Channel 27, Stamford, Conn., and the Connecticut Radio Foundation, Inc., WELI, grantee of UHF Channel 59, New Haven.

The petition carefully documents results of public opinion surveys, comments by owners of big league baseball, the NCAA Television Committee, and leaders in the world of entertainment to indicate a willingness on part of the public and those engaged in providing sports and entertainment to accept the subscription form of television broadcasting.

Stressing that the pay-as-you-see service they suggest should be supplemental to and not supplant existing "free" TV programming, the petitioners "envisage subscription TV service as an adjunct to the current system of television broadcasting"; and state that they will "support at a hearing an approach calling for a limited or regulated amount of subscription telecasting by any one station or in any one community, to preserve a proper balance between "free" TV and subscription TV.

"It is believed that subscription TV should permit the small UHF, and, for that matter, a small VHF, broadcaster outside of metropolitan areas to obtain programs of a nature which may not ordinarily be available, even to subscription TV stations, within metropolitan areas, such as first-run motion pictures, legitimate stage shows, opera, concerts, sporting events, etc., which would enable them to compete with the network stations.

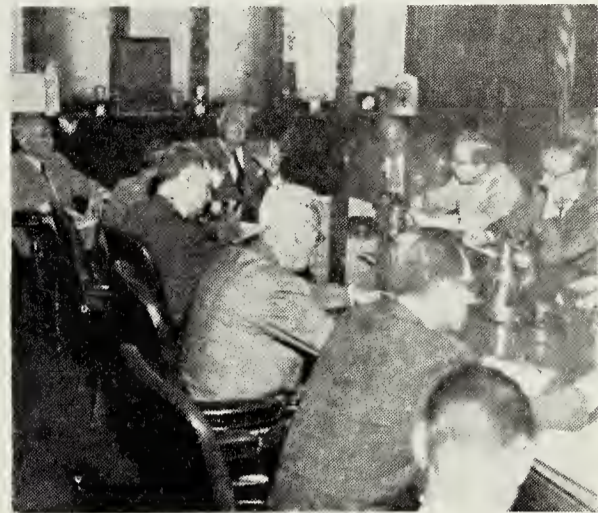
20th-Fox Premieres Its Four Track Single Film Magnetic Sound System

NEW YORK—More industry history was written last week as sound marched across the screen at the 20th-Fox home office when the company previewed its four track single film magnetic sound system before an audience of newspapermen, industry leaders, and others. The system will be used for all 20th-Fox CinemaScope productions.

President Spyros Skouras introduced Earl I. Sponable, company director of research, who explained the system and its advantages and how stereophonic sound would be brought to the public easily and conveniently via the new system. Shown was CinemaScope footage used in the many demonstrations everywhere newly recorded on the one strip of film, as well as some additional footage from London and the recent Coronation.

Combining for the first time a picture and four magnetic sound tracks on one 35mm. film strip, 20th-Fox's single-film magnetic sound system obviates the need for a separate sound reproducer required until now for the projection of stereophonic sound. Exhibitors will continue to be able to use standard projection equipment, requiring no extra projectors, with only simple, practical, and economical changes involved in the new single-film stereophonic system, it was stated.

Sponable and his staff narrowed the sprocket holes of standard 35mm. film from .110 to .078 inches. Two of the tracks are placed on either side of the picture.



Spyros P. Skouras, 20th Century-Fox president, speaking last week at a trade press conference in New York, announced a substantial decrease in the cost of CinemaScope projection lenses.

Changes required in the projector are a slight reduction in the width of the teeth of the intermittent and other sprockets, together with a correction of center-line spacing of the teeth of the intermittent and other sprockets, and the addition of a simple multiple film-driven sound head installed between the upper magazine and the regular projection head. The new sprockets will carry all types of film.

With these changes, the standard theatre projector becomes compatible not only

(Continued on page 22)

Don't Underestimate Stereophonic Sound!

Sitting in the small theatre at the 20th Century-Fox New York office on Aug. 13, a select audience of news and trade paper men, equipment engineers and manufacturers, and large circuit executives literally shouted their applause at a demonstration of test reels of the four-track, single-film magnetic sound system that will be used in the CinemaScope process.

Brief but interesting talks by President Spyros P. Skouras and Earle Sponable described the mechanics of getting the four minute, invisible sound tracks on the same 35mm. piece of film with the picture image and the projection room equipment necessary to taking the sound off those tracks and delivering it to the back-stage and auditorium speakers. Then the actual demonstration began.

Without preamble, other than some elementary examples of sound direction gained from Thames River traffic and the booming tones of Big Ben, we were launched into some specially made footage of the recent Coronation in brilliant Technicolor. Across the vast screen, filling it from end to end, marched the familiar massed bands, kilts, and shakos, ending with the fairy tale golden coaches of the crowned heads. But the thing that made this different from any large screen sequences ever previously exhibited was the sound. You weren't objectively watching a picture of something that had happened, however breathtakingly. You were there!

In the foreground, from edge to edge of the screen, was the jammed, neck craning, periscope-carrying British mob, enjoying every minute of the pageantry despite wind and drenching rain. As the pipers skirled by or the drill teams marched, they reacted with swelling applause, and through the placement of microphones you shared in it. But the climactic moment of the arrival of the golden coaches and the realism of the nearly fanatic crowd roar will live in our memories as a peak in the dramatic that would be impossible to stage. That mass hysteria, communicated to you through auditorium speakers and true in every tonal frequency, was a magic carpet that lifted you out of 56th Street, Manhattan, and delivered you back through the months to a London curbside. You had realism that was new and alive, and that lingered with you through the balance of the afternoon.

No producer or director, however blase, could look and listen and "be there" through that sequence without realizing the new dramatic vistas it opened to the creative future of the industry. No theatre man could "be there" without appreciating the tremendous possibilities of magnetic-stereophonic sound.

To even compare single optical track sound would be trying to compare a 1918 "Model T" to a 1953 Cadillac. You just can't do it! So don't limit your thinking to wide screens—you are going to need to think stereophonic sound, too!

—PAUL J. GREENHALGH.

CAPITOL, N. Y., SETS ALL STRAIGHT MOVIE HOUSES



**TIME WEEKLY HIGH FOR
ANYWHERE IN WORLD!**



starring

BURT

MONTGOMERY

LANCASTER · CLIFT

DEBORAH

FRANK

DONNA

KERR · SINATRA · REED

Screen Play by DANIEL TARADASH · Based upon a novel by JAMES JONES · Produced by BUDDY ADLER · Directed by FRED ZINNEMANN

FROM COLUMBIA!

This Was The Week When

MGM revealed that it is putting out a special eight-page pressbook for "Cash Stashers", a "Pete Smith Specialty", which it produced with the cooperation of the Treasury Department. . . . TNT theatre television announced that it had made a deal for the Marciano-LaStarza heavyweight fight scheduled for Sept. 24 in New York City, with New York City, Boston, Brockton, Mass., Lynn, Mass., Providence, R. I., and their immediate vicinities blacked out. . . . Ann Robinson, in Paramount's "The War Of The Worlds", began an 11-city tour of the east to publicize the film.

It was revealed that the Texas COMPO Conference in Dallas from Sept. 28-30 will pay tribute to Colonel H. A. Cole, Pat McGee, Sam Pinanski, Al Lichtman, and Trueman Rembusch and the thousands of exhibitors who worked so hard in the industry's tax fight. . . . Oscar A. Morgan, Paramount short subjects sales chief, announced that "Popeye" will make his 3-D debut during Labor Day Week in "Popeye—The Ace Of Space", with the subject also available later in 2-D.

RKO announced a number of subsidiary tieups for its Mickey Mouse 25th anniversary celebration. . . . Paramount Pictures revealed that Adolph Zukor, board chairman, will leave New York on Oct. 9 for Paris to begin a one-month tour of Europe in conjunction with the "Adolph Zukor Golden Jubilee Salute", the Aug. 30-Dec. 5 worldwide sales drive, accompanied by George Weltner, president, Paramount International Films, Inc. . . . It was learned that "Little Fugitive", an independent film, financed, written, photographed, and acted in by New Yorkers, and to be distributed by Joseph Burstyn, had been selected by the entry committee of the 14th International Venice Film Festival as one of the United States entries. . . . IFE revealed that it would bring over three starlets and some original Fontana gowns in September for a nation-wide tour for "Three Girls In Rome." . . . Allied Artists set a meeting of its branch managers for Aug. 22-23 in the Drake Hotel, Chicago. . . . WB set a coast-to-coast tieup with Armour and Company, for its pantry-shelf meal division, to select a new name for Joan Weldon, Warner contract player, featured in "So This Is Love", with prizes for theatre patrons and managers in two separate contests.

First dates for "Mickey's Birthday Party", combining the most popular "Mickey Mouse" releases into a feature as part of the 25th anniversary of the cartoon, were announced by RKO. . . . J. R. Grainger, RKO president, held a two-day conference in Chicago with his midwestern district.

MPAA Board Reaffirms Its Faith In Prod. Code; No Changes Due

NEW YORK—Eric Johnston, president, Motion Picture Association of America, last week announced following a board meeting that all representatives to the MPAA had reaffirmed their faith in the Production Code, and had elected to continue observing its regulations without change.

The meeting was called primarily because of reports to the effect that member companies wanted to weaken the code. Johnston labelled the reports as "utter nonsense", and characterized the code as a contract between the industry and the American public which called for acceptable product from Hollywood suitable for the family.

Johnston reported that production heads from all studios had been queried, and all had replied that they were strongly in favor of this form of self-regulation, and that without it operation would be virtually impossible.

The MPAA head also reported that not only was the code operating satisfactorily here, but that it was highly appreciated abroad; that were the document to fall by the wayside, there would be regulations on a federal, state, and local level the likes of which has never been seen before.

He opined that there has always been a minority distributing codeless films and that there have always been theatres that have played them. He said that this is their prerogative. However, no member

company has as yet done so, and MPAA regulations provide for a \$25,000 fine in the event it is done by a member.

United Artists, which is distributing "The Moon Is Blue", which was refused a code seal, is not a member of the MPAA, although there have been discussions about the company rejoining.

Johnston said that he was not disturbed about the playoff that the film was getting without the seal.

Discussed, too, was the system of adult classification used in some countries, but it was found impossible to police and it was thought, too, that this was impractical. It was found, too, that when this designation was assigned a film, reduced attendance resulted.

Other topics discussed by Johnston included the Venice Film Festival. He said, American companies have expressed dissatisfaction as to the means and methods of the films selected for the competition. It was felt that the selections were not representative of American production, and while there was some feeling for withdrawing all support, the majority decided that since the necessary participation papers had already been signed, they would go through with it at least for this year.

Conferences will commence on Sept. 22 in Washington with representatives of the British government, the Board of Trade, the Bank of England, and others in an effort to reach a satisfactory English film agreement for the coming year.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

U-I

"The Golden Blade"—Costume action drama has the angles.

20TH-FOX

"Mister Scoutmaster"—Pleasing comedy drama has Webb name to help.

RKO

"Merry Mirthquakes"—Reissue compilation for the lower half.

"Devil's Canyon"—3-D draw should make the difference.

WB

"Island In The Sky"—Wayne name will be the important factor.

"Sell Confidence", Allied Bulletin Urges

WASHINGTON—"For the next five months, it will not be treasonable to express confidence in motion pictures, the only thing the industry has to sell; confidence in their worth as the finest entertainment available, confidence in their future," Allied States Association declared in a bulletin this week.

The manner in which many newspapers opposed the end of the federal tax also came in for attention in the bulletin, and belief was expressed that President Eisenhower may seek only a change in the federal tax from 20 per cent to 10 per cent next year.

Most of the bulletin was devoted to the recent hearings before the subcommittee on monopoly of the Senate Select Committee on Small Business.

The bulletin criticized preliminary publication of certain parts of the committee's report before official release, and said that "Allied and her leaders have no cause to apologize for the course followed by reference to arbitration last year."

Principally discussed were prereleases, price fixing, unreasonable clearances, competitive bidding, and arbitration.

The "changed attitude" of the anti-trust division since the retirement of Robert L. Wright also came in for attention.

It was also stated that "Allied will from time to time recall to the division's attention complaints lodged with it in the past concerning which no action was taken."

Regional leaders and members are being asked to forward any possible violation of the decree with the probability that these will be acted upon at the convention to be held in Boston from Oct. 5-7.

"Never was there such great need for the independent exhibitors to join heads and hands in a supreme effort to overcome their difficulties," it was stated. "This bulletin gives only a foretaste of the life-or-death problems which will be considered by Allied's board and by the convention in Boston. Leaders should start planning now for the great pilgrimage to Boston."

Johnston still believes in arbitration for the industry, and will continue to do so in the future, but he has been too busy for the last few months to do anything about it. He hopes that it will eventually take its proper place in the industry.

SETTING THE HOTTEST BOXOFFICE PACE IN THE BUSINESS!

"Moon is Blue" is outgrossing "High
Moon", "African Queen", coast-to-coast,
in big and small cities - north and south.
And it's 100% holdover!

HOUSTON—METROPOLITAN—WACO—WACO THEATRE—AS IN ALL OTHER INTERSTATE THEATRES IN TEXAS—
RECORD-BREAKING BUSINESS. SAN FRANCISCO—UNITED ARTISTS—6TH SENSATIONAL WEEK. CHICAGO—
WOODS—SOCK IN ITS 6TH WEEK. LOS ANGELES—RIALTO AND FOUR STAR—BROKE EVERY HOUSE RECORD, IN
ITS 5TH WEEK. NEW YORK—VICTORIA AND SUTTON—4TH SMASH WEEK. DENVER—ALADDIN—3RD GREAT
WEEK AND STILL SMASHING ALL RECORDS. WASHINGTON, D. C.—PLAYHOUSE AND DUPONT—TERRIFIC IN ITS
3RD WEEK. CONNECTICUT—STANLEY WARNER THEATRES REPORT OUTSTANDING GROSSES. CHARLESTON, W. VA.
—KEARSE—TOPPING ALL OTHERS.

Circuits and
Independents
all over
are coining
money with . . .



PREMINGER
-HERBERT
Presents

starring

WILLIAM HOLDEN
DAVID NIVEN
MAGGIE McNAMARA

with

TOM TULLY · Dawn Addams
Fortunio Bonanova
Produced and Directed by
OTTO PREMINGER
Written for the screen by
F. HUGH HERBERT

Music by
HERSCHEL BURKE GILBERT
A PREMINGER-HERBERT
Production

Another BIG ONE thru UA

PEOPLE

NEW YORK—T. Lloyd Henrich, assistant to A. M. Kane, Paramount south central division manager, was last week named division captain of the "Adolph Zukor Golden Jubilee Salute", Aug. 30-Dec. 5 sales drive honoring the Paramount board chairman, it was announced by Monroe R. Goodman, the national drive coordinator. Appointment of Henrich, with headquarters in Dallas, was made by Kane. The greatest volume of shipments of Paramount features, short subjects, and newsreels in Paramount's history is the goal of the "Adolph Zukor Golden Jubilee Salute," according to A. W. Schwalberg, president, Paramount Film Distributing Corporation.

PITTSBURGH—The board of directors of Allied Motion Picture Theatre Owners of Western Pennsylvania last week reluctantly accepted the resignation of executive secretary Richard P. Morgan. The board expressed its deep regret to Morgan and its appreciation for his services rendered to the organization.

HOLLYWOOD—Warners last week announced the appointment of F. Elliot Witt to the post of controller for the company's studio in Burbank, Cal. The company also announced that Cy Wilder will continue as assistant treasurer for the Burbank studios.

NEW YORK—It was announced last week by Italian Films Export that Stanley Asher, formerly general manager and vice-president, Ansell Thetares, had been appointed assistant to Ralph Serpe, head, radio, TV, and short subjects department.

The International Scene

(Continued from page 14)

tional, announced the appointment of Arthur Doyle, currently U-I's managing director in Japan, to the post of Eastern and Far Eastern supervisor, replacing Herbert L. Tonks, resigned. Taking over as managing director of the Japan subsidiary will be Wallace Orr, at present Singapore manager, who will also act as assistant to U-I's new Eastern and Far Eastern supervisor.

Tech. Price Cut Announced

NEW YORK—A price reduction which will give the American motion picture industry savings at the rate of approximately \$1,800,000 annually was announced last week by Dr. Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corporation.

The price reduction amounts to .35 cents (three and one-half tenths of a cent) per foot on all 35mm. dye transfer motion picture release prints made by Technicolor and delivered from its Hollywood plant. It will affect the major portion of Technicolor's 35mm. release print production.

This reduction makes the base price on such prints 4.98 cents per foot, as compared to the previous price of 5.33 cents per foot.

The price reduction will be retroactive to Aug. 1, 1953, and will apply to release prints delivered on and after that date.

Konecoff

(Continued from page 9)

he gave his people "four lousy lenses 28 years old, and the whole organization started out on a new phase of movie-making.

Questioned about the part of the small theatre in the CinemaScope future, Skouras said that it will pay off in the large as well as the small theatre, provided that the entertainment standards are maintained on a high plane.

CinemaScope lenses are being stockpiled now, and delivery to theatres will begin as bookings on "The Robe" are confirmed and prints are ready to be delivered. This is to prevent unauthorized use of the lens. He estimated that some 300 screens have already been delivered and installed.

Product will start to flow, after "The Robe" makes its bow, at the rate of one per month until the rate will be accelerated. 20th-Fox will make 20 such films in 1954, with another 30 expected from MGM, Columbia, Disney, Allied Artists, and a number of independents as well as from Warners, who will produce in a similar process. Skouras expects another 25 to 50 films to be made abroad in the anamorphic process.

The aforementioned price reductions on the lenses will be retroactive, so that everyone will benefit no matter when the order was placed.

BATTLE AND SURVIVAL DEPARTMENT: "Ma, the fight was going pretty good in our favor until the referee stepped in and clouted me one on the back of the ear."

What Bob Coyne had to say at a press conference about the recent COMPO campaign to eliminate the 20 per cent federal admissions tax can be read on another page. In addition, he had the following observations:

Some local groups had to go to Washington five and six times on short notice while others didn't go at all... Everyone fulfilled any requests made... Frankness was the byword of everyone... Fair play was the order of the day, and not a curved ball was thrown by anyone... The campaign was labelled by some as "The lobby that wasn't there."... The Secretary of the Treasury admitted that the campaign was a good one and a clean one while Washington "regulars" couldn't understand the whole thing since it was on the level... Al Sindlinger's statistics were a great help, and were presented with a touch of showmanship, which is only natural, seeing that he was a manager for some time... Coyne would have liked to have seen improved communications with the field and the press, but the pace was much too rapid at times... The audience with the President was stretched from the original 10 minutes to 25, with the chief executive listening fairly... A deal is in effect for Sindlinger to keep his statistics alive for the future... Theatre openings and closings will be kept track of... It came out that there are 8,000 theatres in the country doing a gross of \$500 weekly... The 5,000 figure for future potential closings was not speculative, with each tabbed... The COMPO board will meet about the end of the year

Paramount Profit Shows An Increase

NEW YORK—Paramount Pictures Corporation last week estimated the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the second quarter ended on July 4, 1953, at \$1,617,000 after provision for United States and Canadian income taxes. These earnings represent \$.70 per share on the 2,325,465 shares outstanding and in the hands of the public as of that date.

Consolidated earnings for the quarter ended on June 28, 1952, were estimated at \$1,430,000, and represented \$.61 per share on the 2,342,096 shares then outstanding.

Consolidated earnings for the six months ended on July 4, 1953, computed on the same basis are estimated at \$2,991,000, which is \$1.29 per share on the shares outstanding.

Consolidated earnings for the first six months of 1952 were estimated at \$2,785,000, which represented \$1.19 per share.

The consolidated earnings reported above do not include Paramount's net interest in the combined undistributed earnings of partially owned non-consolidated subsidiaries. Such share resulted in net earnings of \$96,000 for the second quarter of 1953, compared with \$48,000 for the same period of 1952, and net earnings of \$479,000 for the first six months of 1953, compared with \$217,000 for the same period of 1952.

The board today voted a quarterly dividend of 50 cents per share on the common stock.





for charting and planning... Incidentally, we think, and the opinion is personal, that Coyne himself did a masterful job, and we laud him as well as all others.

THE METROPOLITAN SCENE: Herb Steinberg, Paramount publicity director, is a father for the second time, an eight-pound girl having been born to his wife. The pair have a four-year-old son... "The Cruel Sea", filmization of the Nicholas Monsarrat best seller, had a swank opening at the Fine Arts with the British Consul and wife as hosts for U-I. Biz, we hear, is very good... "Popeye" joins the 3-D parade with a short due around Labor Day from the famous Famous Studios. It's title is "Popeye—The Ace Of Space"... Adele M. Johnston, assistant, Paramount home office publicity department, is due to wed William Duffy on Oct. 3... According to a poll conducted at the Roxy, gentlemen do not prefer blondes. They do prefer brunettes. The breakdown is as follows: 7,322 prefer brunettes, 6,735 prefer blondes, 4,203 prefer redheads, 1,186 prefer all types, and eight prefer different types. The last eight worry us, we wonder whether we read correctly. Anyway, "Gentlemen Prefer Blondes" continues to be the preference of thousands flocking to the theatre weekly... The pressbook on "From Here To Eternity" is an impressive production... The Aug. 15 issue of Saturday Review contains a fine piece on the WB release "The Beggar's Opera", and it certainly brings on a "want-to-see" feeling.






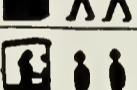
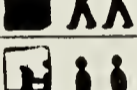


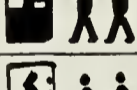
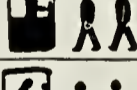

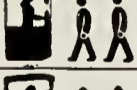




The Tip-Off On Business












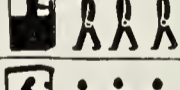
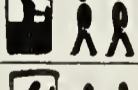







(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (AUGUST 19, 1953)


-  Registering grosses in the highest brackets.
-  Good, although not breaking down the walls.
-  Just fair, nothing out of the ordinary, average.
-  Disappointing, below what was expected.

The Week's Newcomers

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE (76½m.) (U-I)	
ARROWHEAD (105m.) (Paramount)	
FROM HERE TO ETERNITY (118m.) (Columbia)	
I, THE JURY (87m.) (3-D) (UA)	
INFERNO (3-D) (83m.) (20th-Fox)	
LATIN LOVERS (104m.) (MGM)	
MAIN STREET TO BROADWAY (102m.) (MGM)	
RETURN TO PARADISE (88m.) (UA)	
RIDE, VAQUERO (90m.) (MGM)	
SO THIS IS LOVE (101m.) (W8)	
THE AFFAIRS OF DOBIE GILLIS (73m.) (MGM)	
THE BAND WAGON (112m.) (MGM)	
THE GLORY BRIGADE (82m.) (20th-Fox)	
THE KID FROM LEFT FIELD (80m.) (20th-Fox)	
THE MASTER OF BALLANTRAE (89m.) (W8)	
THE SWORD AND THE ROSE (92m.) (RKO)	
THE WAR OF THE WORLDS (84m.) (Paramount)	

COLUMN SOUTH (84m.) (U-I)	
DANGEROUS WHEN WET (MGM) (95m.)	
FRANCIS COVERS THE BIG TOWN (86m.) (U-I)	
GENTLEMEN PREFER BLONDES (91m.) (20th-Fox)	
HANNAH LEE (3-D) (79m.) (Broder)	
HOUDINI (106m.) (Paramount)	
IT CAME FROM OUTER SPACE (81m.) (3-D) (U-I)	
LET'S DO IT AGAIN (93m.) (Columbia)	
MELBA (113m.) (UA)	
SCANDAL AT SCOURIE (90m.) (MGM)	
SECOND CHANCE (81m.) (RKO)	
STALAG 17 (119½m.) (Paramount)	
THE CHARGE AT FEATHER RIVER (3-D) (96m.) (W8)	
THE FARMER TAKES A WIFE (81m.) (20th-Fox)	
THE 5000 FINGERS OF DR. T (88m.) (Columbia)	
THE MOON IS BLUE (90m.) (UA)	
THUNDER BAY (102m.) (U-I)	
VICE SQUAD (87m.) (UA)	
WHITE WITCH DOCTOR (96m.) (20th-Fox)	
YOUNG BESS (112m.) (MGM)	

Continuing

ARENA (3-D) (73½m.) (MGM)	
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King Sees Multi-Language Shows As Answer To Costs

NEW YORK—Producer Frank King, arriving here from Germany after completing "The Carnival Story" in Munich in both English and German, said last week that multi-language pictures were one answer to rising production costs.

King Brothers Productions, he revealed, is so convinced of this that its next picture, "The Boy And The Bull", scheduled to be made in Spain in early fall, would be made in three languages simultaneously: English, German, and Spanish. A different set of stars will be used for each version.

Reade Ups Petersen

NEW YORK—Promotion of Paul Petersen, for the past four years drive-in supervisor for Walter Reade Theatres, to the new position of assistant general manager of the circuit was announced last week by Walter Reade, Jr., president, Walter Reade Theatres. Petersen will work directly with and under Nick Schermerhorn, circuit general manager, in direction of all field activities of the circuit, as well as continue supervision of the organization's six drive-ins. The promotion was disclosed at a meeting of circuit city managers and drive-in managers at the home offices.

At the same time, Reade announced that Ted Davidson, manager, Paramount, Asbury Park, N. J., would after Labor Day take over as city manager for the Majestic and Strand, Perth Amboy, N. J. Prizes for "Manager of the Month" were also awarded.

Winners for two months were announced: John Balmer, city manager, Plainfield, N. J., winning the contest for one month, with Joseph Sommers, manager, Kingston, Kingston, N. Y., taking runner-up honors. Sommers was the winner for the subsequent month, with Ralph Lanterman, city manager, Morristown, N. J., taking second place.

N.E. Suit Asks Millions

BOSTON—The Adams, Dorchester, Mass., last week filed an anti-trust suit for two millions in treble damages against the eight majors as well as Monogram, Republic, Loew's Boston Theatres, RKO Keith Theatres, New England Theatres, American Theatres Corporation, Morton Theatre Corporation, and Pilgrim Theatre Corporation.

The suit, brought by Annamaco Theatres, Inc., which operates the house, with Albert B. Lourie as the principal, charges conspiracy in runs and clearances as well as alleged fixing of admission prices in the area.

FOR SALE

Modern Brick 275-seat theatre. All new Motiograph equipment in 1949, easily adaptable to wide screen. Also Soda Shop and 5 room apartment. Included is 50 x 50 foot three story store now rented as a hardware store. In addition, I have approximately 10 acres of ground now under development as residential section.

Call or Write J. D. STRADLEY
CECILTON, MARYLAND 3551

Miscellaneous

In the Newsreels

IN ALL FIVE:

Korea: Prisoner of war exchange.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 66) Washington, D. C.: President Eisenhower reviews 83rd Congress. France: Protest strikes. Akron, O.: Soap box derby. Chicago: Worsham wins Tam O'Shanter golf tourney.

NEWS OF THE DAY (Vol. XXIV, No. 300) Korea: Dulles and Rhee confer. France: Protest strikes. Scotland: Royal family on holiday. Washington, D. C.: President Eisenhower signs refugee bill. Akron, O.: Soap box derby. Chicago: Worsham wins Tam O'Shanter golf tourney.

PARAMOUNT NEWS (No. 103) Korea: Dulles and Rhee confer. Denver: President and Mrs. Eisenhower on vacation at home of Mrs. John Doud. Scotland: Royal family on holiday. Germany: General Gruenther makes inspection at Buecheberg. Chicago: Worsham wins Tam O'Shanter golf tourney.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 490) France: Protest strikes. New York: Battle of the hemlines. Akron, O.: Soap box derby.

WARNER PATHE NEWS (Vol. 25, No. 1) Scotland: Royal family on holiday. Japan: Fists fly in diet session. France: New cave discovered. Chicago: Worsham wins Tam O'Shanter golf tourney. Akron, O.: Soap box derby.

TELENEWS DIGEST (Vol. 7, No. 33-A) Korea: Prisoner of war exchange. France: Protest strikes. Israel: Foreign office moved to Jerusalem. Japan: Fists fly in diet session. Chicago: Worsham wins Tam O'Shanter golf tourney.

IN ALL FIVE:

Seattle: President at parley of governors.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 65) Italy: Cabinet crisis. Germany: Exiled Kerensky visits West Berlin. Norfolk, Va.: WAVES fete 11th birthday. Rye, N. Y.: Weightman cup. Chicago: Mangrum wins All-American golf. England: Queen's husband plays cricket. Los Angeles: Stars assist in Cancer Fund ball game.

NEWS OF THE DAY (Vol. XXIV, No. 299) Germany: Hunger breaks Communist blockade of free West Berlin food. Cary, Ill.: Mink farm and mink fashions. Rye, N. Y.: Weightman cup. Chicago: Mangrum wins All-American golf. Lake George, N. Y.: Water ski championships.

PARAMOUNT NEWS (No. 102) Germany: Hunger breaks Communist blockade of free West Berlin food. Chile: Ski jaunt.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 489) Germany: Hunger breaks Communist blockade of free West Berlin food. Korea: Ruins must be rebuilt. New York: Paul Hahn in trick golf. Cary, Ill.: Mink farm and mink fashions. New York: "Acquazany Frolics" at Flushing Meadows.

WARNER PATHE NEWS (Vol. 24, No. 104) Cincinnati: Hometown pays tribute to Senator Taft. Mount Blanc: Alpine mass. Belgium: Princess Margaret's beau busy. Korea: Ruins must be rebuilt. New York: New fashions in watches. Germany: Grand Prix auto race.

Breen Says 3-D Makes His Job More Difficult

CHICAGO—Joseph I. Breen, head, Production Code Administration for the MPAA, said last week that 3-D pictures are making his job more difficult.

Breen said during a visit here on the way from the west coast to a vacation in Europe: "We censors don't object to having it look as though an actress is about to sit in your lap, but there are some things that the stark realism of 3-D makes offensive and suggestive that would not be so in a conventional picture."

Ornstein Stories Chosen

NEW YORK—It was learned last week that William Ornstein, MGM trade contact, again will appear in the "Distinctive" stories listing of the 1953 "Best American Short Stories." Three of his stories and the magazines in which they originated are: "The Pigeons", Kansas Magazine, published by Kansas State University, and "Diamond In The Loaf", and "Is This The Sergeant?", the Prairie Schooner, published by the University of Nebraska. This is the fifth year the author's stories have been cited in the annual anthology.

Colosseum Renews Sept. 8

MILWAUKEE—David Beznor, general counsel, Colosseum of Motion Picture Salesmen of America, announced last fortnight an extension of the existing contract between the distributors and the union until Sept. 8, at which time arrangements are said to have been made to resume negotiations.

Provision has been made that any increases in salary and expense allowance in any new agreement will be retroactive to Feb. 17, 1953.

TELENEWS DIGEST (Vol. 7, No. 23-B) Seattle: President at parley of governors. Seattle: Famed Third Marine Division leaves for Far East. Canada: Preparation for coming elections. Wellesley Hills, Mass.: New polio techniques. Palisades Amusement Park, N. J.: Diaper derby. Lake George, N. Y.: Water ski championships.

NATIONAL LEGION OF DECENCY

Aug. 13, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Big Leaguer" (MGM); "The Cruel Sea" (U-I); "Gun Belt" (UA); "Island In The Sky" (WB); "Little Boy Lost" (Para.). "The Master Of Ballantrae" (WB); "The Stand At Apache River" (U-I); "The Stranger Wore A Gun" (Col.); "Sweethearts On Parade" (Rep.); UNOBJECTIONABLE FOR ADULTS: "A Blueprint For Murder" (20th-Fox); "Inferno" (20th-Fox); "Latin Lovers" (MGM); "Second Chance" (RKO); "Three Girls From Rome" (IFE); "The Young Caruso" (Italian) (IFE).

NATIONAL BOARD OF REVIEW

Aug. 8, 1953

STARRED SELECTED FEATURE: "From Here To Eternity" (Col.); SELECTED FEATURE: "Sailor Of The King" (20th-Fox).

20th-Fox

(Continued from page 15)

with CinemaScope projection but with every present-day sound film.

To run the new magnetic sound film, the projectionist has only to thread it through the new "Penthouse" sound head, the projection picture-gate system. When threading only for optical, or ordinary single-track sound, the projectionist utilizes only the guide rollers in the "Penthouse", the new magnetic sound head created for the CinemaScope single-film four-track magnetic sound system, and then proceeds as in the past.

It is said that the single-film system magnetic sound head will effect a savings for exhibitor and distributor in the handling and shipping of film and millions of feet of film stock now required for separate sound tracks. It not only insures perfect synchronization at all times, but removes all possibility of error in matching film and sound, it is claimed.

The new sound head is being produced by General Precision, a National Theatre Supply affiliate; RCA, and Westrex, with other manufacturers expected to join the list. Only differences in design detail will appear in the finished product of each of these organizations.

The new single film magnetic sound system will be introduced on Sept. 16, when "The Robe" in CinemaScope will have its world premiere at the Roxy.

RCA, Polaroid Set Glasses Deal

NEW YORK—It was learned last weekend that Polaroid Corporation, Cambridge, Mass., had appointed RCA Victor as exclusive distributor throughout the country for its Polaroid 3-D glasses.

RCA dealers throughout the country will keep enough stock on hand to take care of all emergency demands, with the regular orders to be shipped from the Polaroid plants.

Ballantyne Demonstrates New Magnetic Reproducer

OMAHA—The Ballantyne Company last week demonstrated its all system equipment package to sound engineers and dealers. A feature was a preview of the company's new three or four-track magnetic reproducer designed to accommodate both present and future systems for placement of magnetic sound on film.

Ballantyne engineer E. J. Nelson pointed out that the "Four-runner" sound head is removable from the magnetic reproducer rack, and will button on above the projector for CinemaScope reproduction. It will also mount below the projector in the normal sound head position for four-track magnetic sound in the future.

J. Robert Hoff, Ballantyne executive vice-president, explained that the "Four-runner" will be standard stereophonic equipment in the Ballantyne all-system package, designed for the showing of any 3-D and stereophonic product.

Also shown were the company's new lens, manufactured by General Scientific Corporation, and the Ballantyne seamless screen, made by a special non-acidizing process using aluminum and plastic.

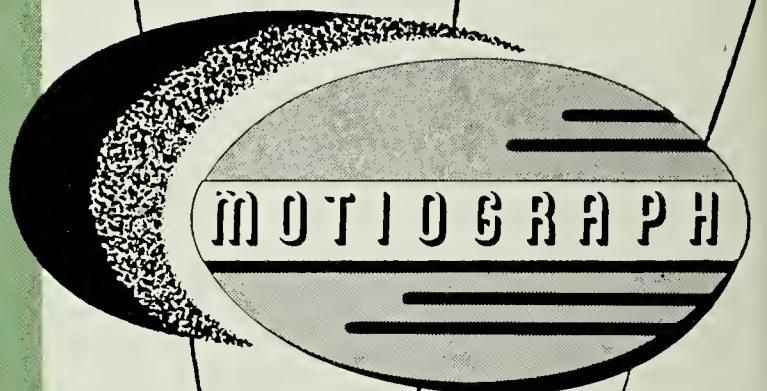
PHYSICAL THEATRE

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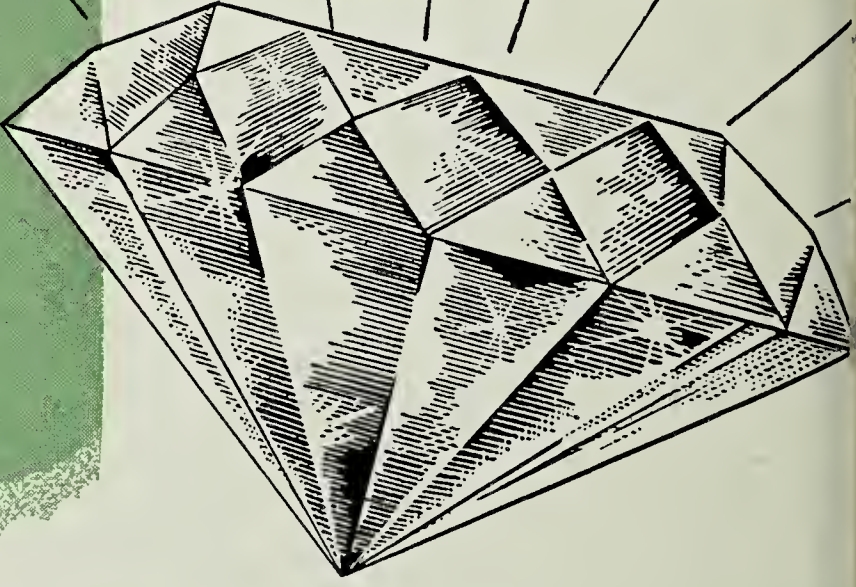
Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

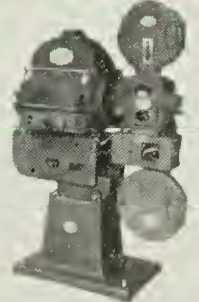
Benjamin



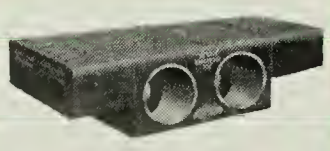
The best that can be said
of theatre sight and
sound equipment



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THEATRE-TV



CONTINUOUS-DUTY
MOTOR—GENERATORS



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SOUND SYSTEMS

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LAYING IT

On The Line

End Of Phase One

Despite the rather sour note hit by the President's veto of the tax repeal bill, the close of the Summer of 1953 put an end to one of the most active and interesting periods in the history of the motion picture industry.

Enough of the initial confusion, misunderstanding and general uncertainty has been dispelled to bring some semblance of order concerning equipment needs, and equipment availability.

When the 3-D and wide-screen fever struck, the theatre equipment manufacturers and dealers were caught almost as unawares as everyone else. True, many of them saw the shape of things to come long ago, and had made plans to meet the situation, but the amazing speed of developments made it impossible to be in a position to meet the sudden demands.

However, as the industry prepares to enter the Fall season, this situation has been pretty much remedied. Manufacturers of arc lamps, generators, screens, sound equipment, and all the other items now in such demand, are quickly reaching the stage where all orders can be filled with a minimum of delay.

Another important stage that has been reached is that production of these products is reaching the point where prices are starting to drop and come into the range of the average exhibitor. Things such as the Ballantyne package, and the dropping of installation costs by Altec are proof of this statement.

At this time it is almost silly to have to remind theatremen of the need to keep pace with the new techniques. However, being aware of the need, and knowing where and how to meet that need, are two different things. It is for that reason that we feel the Buyers List to be found in this issue is of greater importance than ever before. Realizing this, we have made every effort to make the listing as complete and comprehensive as possible.

Since we are talking about equipment, this might be a good time to remind exhibitors that the joint conventions of TOA, TEDA, and TESMA will be coming up in Chicago, October 31 to November 5, at the Conrad Hilton Hotel.

A record number of booths have already been rented for the giant trade show, and it almost goes without saying that there is no better way to find out what there is new in the equipment field than to actually see it, and talk to the men who make and sell this equipment.

Trade shows and exhibitor conventions have always been important. But there is no doubt that this one coming up should be the largest and most informative one ever held.

Don't miss attending this year.

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**The guaranteed,
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- Model K-100-50 to 62 volts, 100 amps.
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Engineered by pioneers in the Motion Picture Equipment field and designed especially and solely as an efficient and reliable D.C. power source for 3-D and other wide-screen projection.

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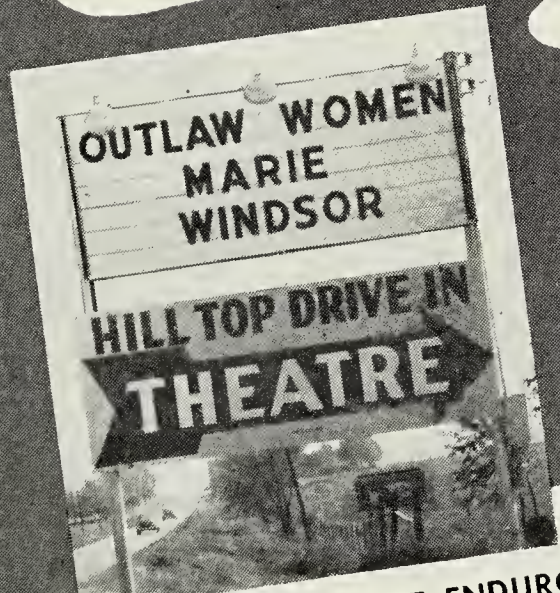
EXCLUSIVE FEATURES MAKE
WAGNER PANELS AND LETTERS
THE MOST FAVORED

Every theatre must have an attraction panel that is large enough for plenty of powerful sales copy and enough letters to spell it out as you plan it, with a variety of sizes and colors to lend emphasis. Be proud of the appearance of your front. Theatres with these modern boards afford positive proof that they do bring in the business.



WAGNER WINDOW-TYPE FRAMES AND GLASS UNITS

Because of their stronger construction, plus the fact that they can be installed before installing the glass, they are the only frames which can be built without limitation of size, and which can be economically serviced through open windows and without removing frames.



WAGNER LOW COST ENDURONAMEL PANELS FOR DRIVE-INS

Highly effective by daytime, they may also be illuminated by floodlights, spallamps or goose-neck reflectors. Consist of a series of best grade 18-gauge stamped steel panels, seven inches high, that comprise both the background and letter mounting arrangement. The uprights are of 18-gauge metal, galvanized after fabrication. An attractive 2" border is an integral part of the background. Two-thirds the cost of porcelain enamel. Finished in a newly developed baked enamel which by long, exhaustive tests has proved to be chip-proof, shock-proof, alkali-resistant, and salt spray resistant.

NOW CHANGEABLE COPY SIGNS CAN BE CHANGED WITH EASE

A mechanical hand facilitates the servicing of high panels, particularly those which heretofore could not be changed.

WITHOUT THE USE OF LADDERS!

This hand firmly grasps a Wagner letter and removes it or places it straight on the sign face by use of a tensioning lever at the end of the handle. It can be used only with Wagner letters.

10-ft. length (for signs with top row up to 16 feet), \$27.50.
14-ft. length (for signs with top row up to 20 feet), \$30.00. F.O.B. Oklahoma City.

Sold by Wagner theatre equipment and supply dealers everywhere.

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- Please send big free catalog on Wagner show-selling equipment.
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NAME.....
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WAGNER TRANSLUCENT PLASTIC LETTERS

The easiest changed of all letters. The new type tapered slotting (Pat. Pending) causes the letter to "lock" on the bar and not be disturbed by even high winds. The only letters that can be stacked in storage without danger of warping. Five sizes in five gorgeous colors... the widest range on the market. Also slotted aluminum letters in the largest range of sizes, styles and colors.

In Today's Modern Theatre Comfort and Style are . . .

The Seat of the Matter

JOHN PUBLIC is interested in theatres again. His interest in TV has eased up and a mysterious new idea called 3-D is attracting him. But even before 3-D, better pictures were drawing him back into the theatres, so now the problem is how to keep him in the movie habit.

Comfortable seating will be the most important improvement the theatremen will make this year. Better pictures coupled with the new sound and projection techniques will draw the public, but it is going to require a clean, modern, comfortable theatre to keep them coming.

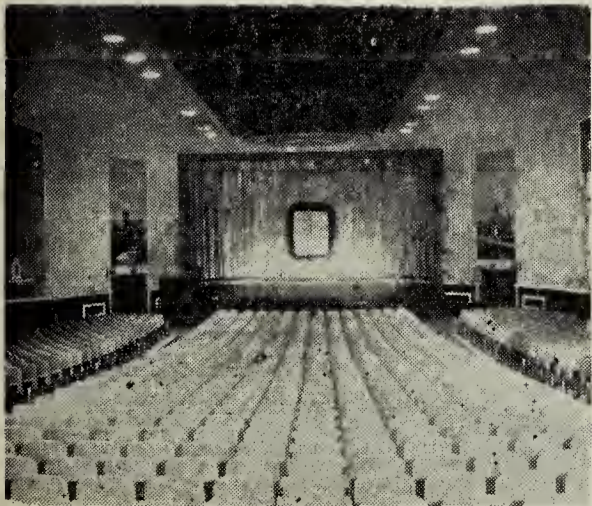
The day of the changed-over store, or neighborhood shotgun theatre is past, and the public expects the same modern merchandising that he contacts in other phases of living. He expects more comfort and convenience, and that is why existing seating should be renovated or replaced.

It is generally accepted by seating men and theatre architects that the seating can no longer be jammed in trying for maximum capacities.

Minimum row to row spacing for modern seating is generally agreed upon as 32 inches, with the trend going to 34 inches row to row, where possible. The wider row to row spacing is particularly advantageous in the rear portion of the theatre where the floor slope is the greatest. Many theatres use 34 inches row to row in the back of the house; 33 inches in middle portion, as the floor slope decreases; and 32 inches row to row in the front or level area where children generally sit.

If spring back luxury type seats are to be used, it is wise to allow an additional two inches per row to compensate for the extra thickness of the spring back. Loge type seats may require up to 48 inches from row to row to provide full comfort.

Seat widths are now generally available in 19, 20, 21, and 22 inch stock widths. However, it is possible to get 18 inch seats on special order as well as 23, 24, 25 or 30 inch. Twenty inch width seats are considered minimum width today with the use of 19 inch seats limited to abutting



The Public has grown to expect and demand seating such as these in University, Columbus, O.

By H. W. Peterson

Kroehler Manufacturing Company

on aisles for aisle alignment purposes. The use of 21 and 22 inch seats is increasing, particularly with staggered type seating.

Theatre floor slopes are generally established by the architect to provide what is known as second row clearance. This clearance is generally calculated at five inches today. This second row clearance still leaves the problem of seeing around the heads of the occupants in the next row ahead.

In the side sections of the theatre the angle of sight is almost automatically offset enough to look between the heads of the next row ahead. The three or four



BROKEN, UNCOMFORTABLE SEATS ARE NOT FUNNY TO PATRONS!!

seats on either side of the center line of the theatre in the center bank of seats are the problem. For many years seats were aligned from front to rear, like rows of corn. However, the customer had to shift from side to side in his seat depending on how the person in front of him was sitting.

To combat this problem various seat staggering methods were developed. One method in general use today is dropping one seat every other row and using wider seats to come out flush at the aisles. For example, one row would have 11—20 inch chairs total 220 inches plus aisle overhang; the next row 10—22 inch chairs total 220 inches plus aisle overhang.

PHYSICAL THEATRE

Vol. 8, No. 9

August 19, 1953

PHYSICAL THEATRE DEPARTMENT of EXHIBITOR

A stagger improvement developed by architect Ben Schlanger was to indent the aisle seats, but to use an extra center standard with a wide arm to come out to the aisle standard located in proper aisle alignment. He also developed the idea of providing true staggering in side sections through the use of extra center standards coupled with varying chair widths.

Regardless of the method of staggering used, it is generally agreed that staggering the center bank of seats coupled with the availability of wider seats for stout people, gives the manager something extra to sell to his customers, and they appreciate it because it is for their greater comfort and enjoyment of the picture.

The theatreman is fighting a tough competitor in the comfort of the living room lounge chair with TV available. Seating companies have recognized this and as a result, present day seats are designed to provide the maximum in comfort and convenience.

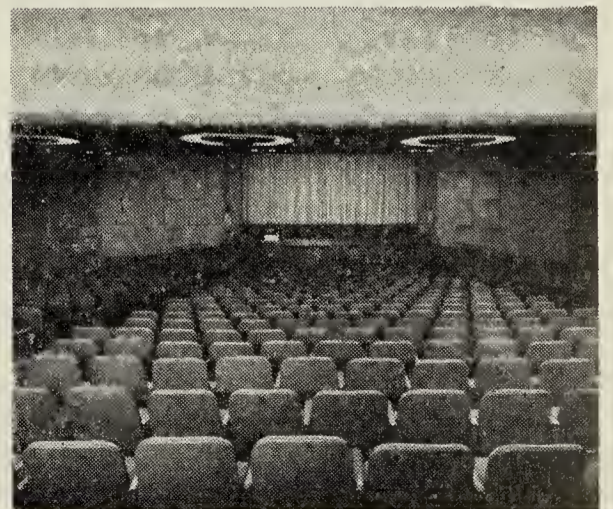
The theatre seats available this year are a far cry from the chairs made 20 years ago. The smooth steel backs and seat bottoms enameled in bright modern colors with colorful durable upholstery fabrics for the backs and seat tops, are a complete change from the dark brown veneer backs and dark colors used in the '20's. New seating will effectively redecorate the most important part of the theatre interior as far as the customer is concerned. I say this because the customer sits in the new seats and the new colors around him on all sides at close visibility.

The new seats, featured by all companies, eliminate the old nuts, bolts and screws that were, and are such a maintenance headache.

Seat cushions are easily removed from the steel bottom pan for recovering and the covers can be obtained from the seating companies all sewn and ready to re-mount over the spring unit.

With Government restrictions on building off, and John Public again evincing

(Continued on page PT-19)



The auditorium of the Comerford, Wilkes-Barre, Pa., holds 1,138 comfortable push back chairs.

Equipment for 16mm 3-D Announced by RCA

CAMDEN, N. J.—New portable 16mm. arc projection equipment designed to use three-dimensional motion pictures for business and industry was recently announced by the Engineering Products department, RCA Victor division, Radio Corporation of America.

This new equipment brings to non-theatrical users the special advantages of three-dimensional films, with the same impact and life-like realism of depth and color characteristic of Hollywood productions. Documentary and industrial motion pictures filmed in 3-D are expected to provide American industry with an unparalleled means of visually presenting its public relations, sales, or training programs.

The Raphael G. Wolff Studios of Hollywood, one of the nation's leading producers of documentary and industrial film and a proponent of stereo-projection techniques for industry, is cooperating with RCA in providing a new 3-D experimental production to demonstrate with the new three-dimensional equipment.

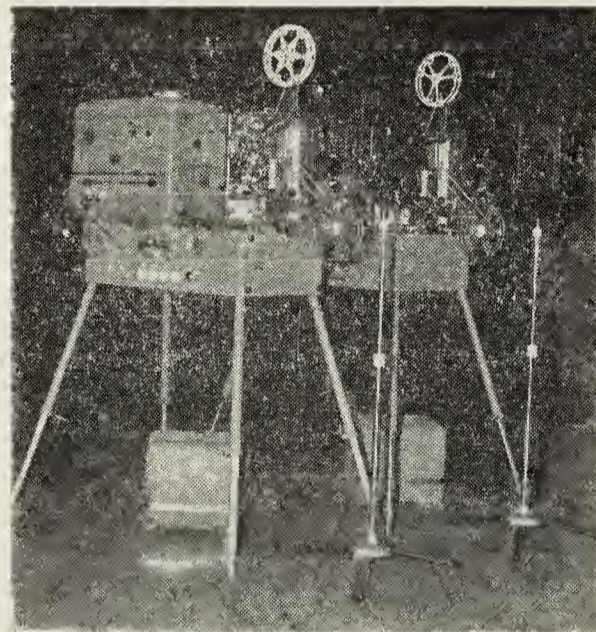
The new RCA equipment reproduces standard 16mm sound tracks, both photographic and magnetic. It is also easily adapted for the reproduction of binaural or stereophonic sound recordings if desired. These improved sound recording techniques give to the reproduced sound the same greatly enhanced naturalness and realism that 3-D pictures present to the eye.

The 3-D system consists of two RCA 16mm portable arc projectors, with selsyn interlocked motors for perfect timing of the two images which must be projected simultaneously to give the illusion of

depth. Polarized glasses are used by the audience—just as in 3-D entertainment films. Special silver-surfaced screens are required for the showing of 3-D films because conventional flat white screens depolarize the light from the projectors and hence destroy the depth effects.

RCA's portable 16mm motion picture projector using arc lighting is said to provide from two to four times the illumination of the next best light source. High light intensity is a fundamental requirement for 3-D projection, since the polarizing filters used on the projectors absorb considerable light.

The RCA 3-D equipment has its own sound amplifiers, but the equipment can also be connected to almost any type of existing stage or auditorium loudspeaker equipment.



RCA'S 16MM 3-D EQUIPMENT

American Seating Ups 4 Executives

GRAND RAPIDS, MICH.—Following a meeting of the board of directors of the American Seating Company, H. M. Taliaferro, company president, recently announced the promotion of four executives to important management positions. In a series of top management moves in the public seating firm, James M. VerMeulen was elected executive vice-president, George H. Roderick was promoted to vice president for operations, J. E. Heidger was appointed financial vice-president, and James J. Thompson was named general sales manager.

James M. VerMeulen formerly was vice president and general sales manager. In his new capacity VerMeulen will administer all activities of the company, under the direction of the president, and coordinate the work of the sales, operations, finance and accounting, research, and industrial relations divisions of the company.

George H. Roderick, vice president of manufacturing was assigned new duties and promoted to the position of vice president for operations. Roderick's responsibilities will include direction of the purchasing, production engineering, manufacturing and traffic operations of the company, and in addition, he will direct the sale and production of all company defense products.

John Edward Heidgen, currently secretary-treasurer of the company, was promoted to the position of financial vice president. As the principal financial officer of the company, Heidgen will direct the accounting activities of the company, the handling of its cash and securities, and the credit, collection and insurance programs. He will continue to handle the corporate secretarial affairs of the company, and in his capacity as treasurer will coordinate its financial and control activities.

James J. Thompson, who has been field sales manager, was promoted to become general sales manager to succeed VerMeulen. In his new position Thompson will direct all the selling activities of the company, except defense products.

New Arc Lamp From NTS

NEW YORK—Delivering a greatly increased volume of light at the screen, without a corresponding increase in heat at the aperture, the new projection arc lamp, known as the National Excelite "135," was announced by National Theatre Supply.

Positioned in the path of the light beam is another new development, the Reflect-O-Heat unit, which passes the visible light while diverting the heat rays back into the lamphouse from which it is removed through the stack.

The Excelite "135" is said to deliver the greatly increased volume of light demanded by 3-D and wide-screen projection. Designed to burn 10mm "Hitex" carbons at 135 amperes, or 11mm regular carbons at 120 amperes, it projects maximum light on wide screens.

For the full hour running period of 5000-foot 3-D reels, the 10mm "Hitex" can be burned at 120 amperes or the 11mm. regular carbons at 115 amperes.

Keilhack Named as DIT-MCO General Sales Manager

KANSAS CITY—George Heller, president of the Drive-In Theatre Manufacturing Company, recently announced the appointment of Francis W. Keilhack as general sales manager.

Keilhack is a veteran theatre equipment and supply dealer, with over 20 years of experience in this field. He was formerly associated with National Theatre Supply Company, and had served as manager in the Chicago, Cleveland, and Kansas City stores of that company.

He will headquarter at the DIT-MCO home office in Kansas City where his wide experience in equipment selling and installation, and engineering knowledge of the new dimensions of motion picture presentations, will be a valuable asset to the company.

First CinemaScope D-I Built

TOLEDO, O.—The construction of what is believed to be the first drive-in theatre in the world to be equipped with a CinemaScope screen has been started east of Ashland, Ohio, on Route 250. When completed the theatre will be prepared for 2-D, 3-D, large-screen and CinemaScope pictures.

This 500-car drive-in was designed and engineered, and is being constructed and equipped by the Theatre Equipment Company of Toledo for E. W. Eckert, formerly with Schine and more recently city manager for the drive-in theatre at Fort Wayne, Indiana.

Drive-In Features Individual Screen For Each Car

URBANA, MO.—This Dallas Country community, in the heart of Missouri's famous Ozarks, was recently the site of something entirely new in drive-ins—one that provided a separate screen for each of the 42 car loads that witnessed the initial show.

The inventor and builder of this unique operation, Tom Smith, holds a patent for his device, but has refused to disclose the details of his invention.

Built in the shape of a wheel, the drive-in is 320 feet in diameter with the projection booth in the center and the automobiles facing the center. In front of each auto is a 30 by 40 inch transparent plastic screen. The pictures are projected from the booth to the rear of the individual screens, and are visible to the occupants of the cars.

Smith admits that it is all done with reflectors and lenses which he developed in his home workshop. But as to exactly how it works, Smith isn't saying.

At the present time the drive-in is only using 270 degrees of the circle. However, Smith says that when his system is perfected it would permit the use of the full 360 degrees, and form a circle up to 600 feet in diameter, with accommodations for from 150 to 250 automobiles.

As for the advantages of this system, Smith says, "On my individual screens the customers see a clearer, sharper image without distortion or eyestrain, and everyone has a good view.

Announcing

The New

Strong

HEAVY-DUTY SELENIUM PLATE RECTIFIERS

for

CONTINUOUS OPERATION

Designed Especially for

3-D

WIDE SCREEN
AND DRIVE-IN
Presentation

★ 105-135 Ampere High Power Rectifier for use with 11mm regular carbons or 10mm "Hitex" carbons.

★ 90-105 Ampere for use with 10mm carbons.

★ 75-90 Ampere for use with 9mm carbons.

All three models may be used with angular or coaxial trim lamps.



The New

Strong

CONTINUOUS-DUTY

75-85 AMPERE,
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Transformer taps provide adjustment to compensate for supply voltage variations through a range of 10% above or 10% below the rated A.C. input voltage throughout the output rating range.

For further details on the subject of arc lighting as it applies to the projection of three-dimensional pictures by any system, address Department 3-D.



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Please send free literature on Strong Arc Lamps and Rectifiers for 3-D projection.

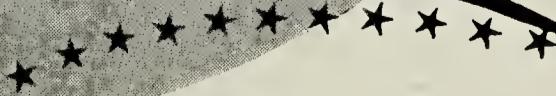
Name _____

Theatre _____

Street _____

City & State _____

Name of Supplier _____



NEW PRODUCTS

... that have theatre interest



Vacuum-Polishing Unit

A new vacuum-polishing unit which cleans, vacuums, and polishes without raising dust, is being marketed by Columbus-Dixon, Inc., New York City.

Precision-built with metal parts nickel plated to prevent corrosion, the machine is powered by a Universal motor, and operates by plugging into any ac or dc outlet. A 12 foot grease resistant cord is included with each unit.

The cleaner is said to eliminate grinding dirt into the floor, remove all dust and dirt and prevent air pollution, thus providing more sanitation to floor maintenance.

Other advantages claimed for this unit is that it redistributes wax evenly, leaves floor surface clean, rebuffs with a dry, non-slip luster, and extends re-waxing periods.



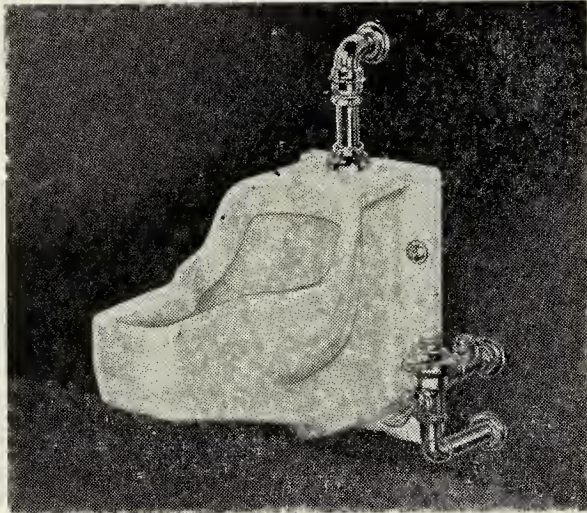
This combination vacuum-polishing unit is said to remove all dust, dirt and prevent pollution of the air. It is made by Columbus-Dixon, Inc.

Wall-Hanging Urinal

A new wall-hanging urinal for women's washrooms, known as the Hygia, is now being offered by the Kohler Company, Kohler, Wisconsin, for use in public buildings such as roofed and drive-in theatres.

The fixture is available with either concealed or exposed flush valves, and can be installed like a water closet in regular washroom compartment. It has approximately the same dimensions as many siphon jet closets, and can replace a closet without elaborate changes when public rooms, are being modernized, it is claimed.

The Hygia has siphon jet flushing action. Concealed rim jets cleanse the elongated bowl swiftly and quietly. The rounded edges and vitreous china surface make for simplified maintenance.



A wall hanging urinal for women's washrooms is being marketed by the Kohler Company, and may be used in both roofed and drive-in theatres.

Quick-Setting Cement

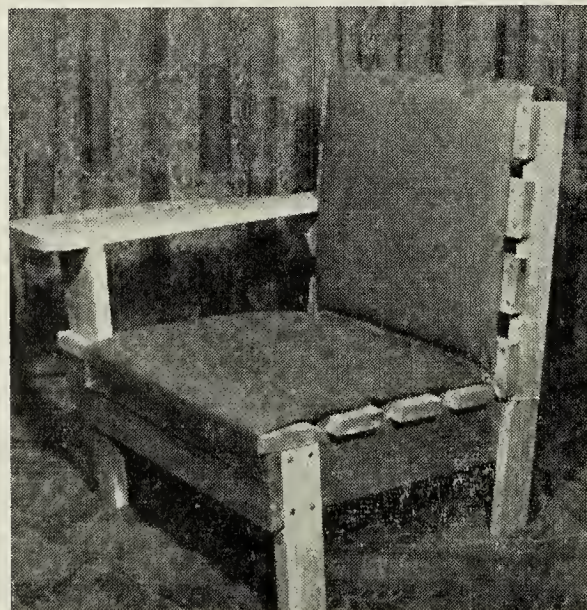
Permanently repairing chuck holes and breaks in concrete floors and securely fastening hand rails, seats, or equipment of any type to concrete by means of anchor bolts, can now be done quickly, easily and safely with Por-Rok quick setting cement made by the Hallemite Manufacturing Company, Cleveland.

Por-Rok is said to successfully replace lead and sulphur for most bolt setting operations. Applied cold, there is no heating hazard, and it is claimed that it requires only a few minutes to set up.

Patio Chairs

The Drive-In Theatre Manufacturing Company, Kansas City, recently announced the availability of the DIT-MCO Patio Chairs. Made of sturdy oak, these chairs are assembled with screws instead of nails.

Each chair is equipped with a wide arm having ample room for eats and drinks, served from concession building. They are made with right or left arms so that two of them may be put together to form a seat holding two very comfortably.



An interesting new item for drive-ins is this sturdy oak patio chair. It may be joined with another chair to form comfortable seat for two.

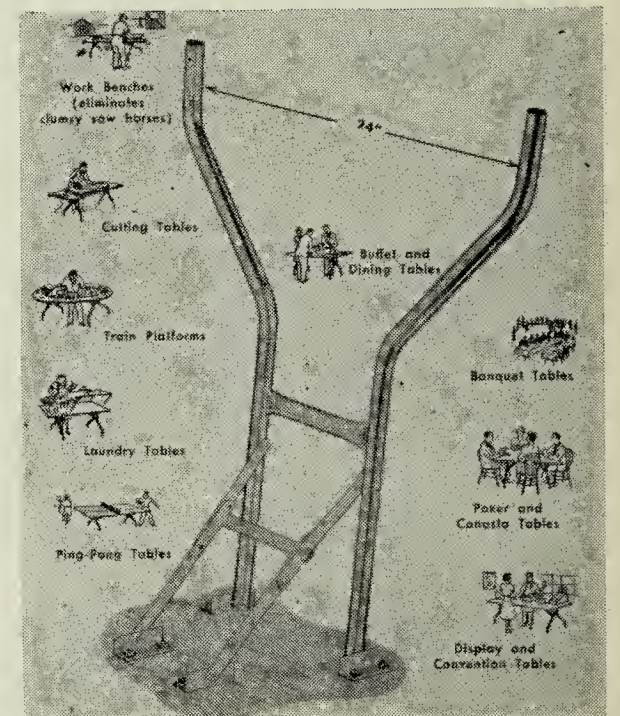
These chairs are available either plain, or with upholstered plastic covers in solid colors. Another attractive selling point for these chairs, is said to be their economical price, and ease of maintenance.

Utility Legs

Versatile utility legs which may be used in various places in a theatre are being manufactured by Tyco, Inc., Dobbs Ferry, New York.

Made of one inch 16-gauge steel tubing, with brown baked enamel finish that prevents rusting, they were developed to combine strength and sturdiness. They will support up to 1500 pounds. A set of legs weighs 12 pounds, and the height of the legs is 30 inches. Attachments are temporary or permanent, so that the legs may be used over and over again, it is said.

Following the directions these utility legs attach quickly and easily to wood, masonite and many other materials. They come complete with folding mechanism and bolts for attaching.



These versatile utility legs made by Tyco, Inc., are made of steel tubing and will support up to 1500 pounds. They may be used in various places.

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS.....

.....
.....
.....

ISSUE OF AUGUST 19

WITHOUT CHARGE OR OBLIGATION PLEASE SEND
ADDITIONAL INFORMATION ON ABOVE ITEMS.

NAME.....

THEATRE.....

ADDRESS.....

CITY, STATE.....

EXHIBITOR

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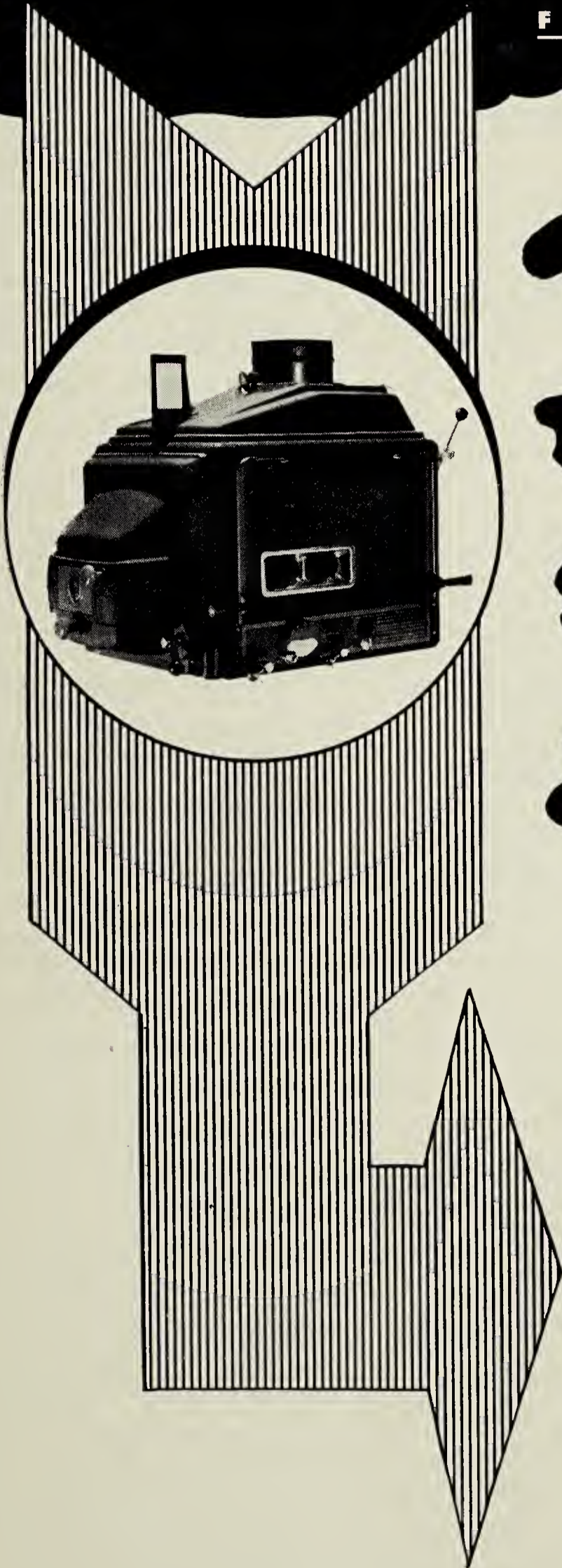
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FILMACK TRAILER CO., 1327 S. Wabash, Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave.,
New York 19, N. Y.

AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
Anemostat Corp. of America, 10 East 39th St., New
York 16, N. Y.
Tuttle and Bailey Co., Corbin Ave., New Britain, Conn.

AIR CONDITIONING EQUIPMENT

Air Cooling Eng. Co., 1119 Darrow St., Evanston, Ill.
Alton Mfg. Co., 1112 Ross Ave., Dallas, Texas.
American Blower Corp., 8100 Tireman Blvd., Detroit,
Mich.
Baker Refrigeration Corp., Amer. Wheelabrator Co., Mis-
sawaka, Ind.
Buensod-Stacey, Inc., 60 E. 42nd St., New York, N. Y.
Chrysler Corp., Airtemp div., 1119 Leo St., Dayton 1, O.
Clarage Fan Co., 619 Porter St., Kalamazoo 16, Mich.
Curtis Air Conditioning Co., 1905 Kienlen Ave., St.
Louis, Mo.
Fairbanks-Morse and Co., 600 S. Michigan Ave., Chicago
5, Ill.
General Electric Co., air conditioning div., 5 Lawrence
St., Bloomfield, N. J.
General Motors Corp., Frigidaire commercial and air
cond. div., 300 Taylor St., Dayton 1, O.
Governair Corp., Northwest 2nd St., Oklahoma City,
Okla.
Lessor Benjamin Co., Inc., 4039 Orchard St., Phila-
delphia Pa.
McQuay, Inc., 1600 Broadway, N. E., Minneapolis 13,
Minn.
National Engineering and Mfg. Co., 519 Wyandotte St.,
Kansas City, Mo.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Reynolds Mfg. Co., 412 Prospect Ave., N.E., Grand
Rapids, Mich.
Rozak div. Martin-Parry Corp., 1455 W. Alexis Rd.,
Toledo 1, O.
Trane Co., 206 Cameron Ave., LaCrosse, Wis.
Typhoon Air Conditioning Co., Inc., 794 Union St.,
Brooklyn 15, N. Y.
U. S. Air Conditioning Corp., 2564 Como Ave., St. Paul
8, Minn.
Westinghouse Electric Corp., Sturtevant div., 306 4th
Ave., Pittsburgh 30, Pa.
Worthington Pump and Machine Corp., Carbondale div.,
Warriena, N. J.
York Corp., York, Pa.
York-Shipley, Inc., York, Pa.

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
Conner, W. B., Engineering Corp., 114 E. 32nd St., New
York 16, N. Y.
Electro-Aire Corp., 41-38 37th St., Long Island City 3,
N. Y.
National Ozone Machine Co., Inc., 715 5th St., Shelby-
ville, Ind.
Refresh-Aire Ozone Co., 382 Lafayette St., New York
3, N. Y.
Supreme Air Filter Co., 126 W. 21st St., New York 10,
N. Y.

AMPLIFIERS

ALTEC-LANSING MFG. CO., 1210 Taft Bldg., Holly-
wood 28, Calif.
Ampre Corp., 2839 N. Western Ave., Chicago 18, Ill.
BALLANTYNE CO., 1712 Jackson St., Omaha, Neb.
Century Projector Corp., 729 7th Ave., New York 19,
N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
Fidelity Amplifier Co., 703 Willow St., Chicago 14, Ill.
INTERNATIONAL PROJECTOR CORP., 92 Gold St.,
New York, N. Y.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
RADIO CORP. OF AMERICA, RCA VICTOR DIV.,
Camden, N. J.

Trimm Radlo Mfg. Co., 1770 W. Berteau Ave., Chicago,
Ill.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16,
Ill.
WESTREX CORP., 111 8th Ave., New York, N. Y.

BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC., 246-248 N.
Clarion St., Philadelphia 7, Pa.

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York
19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic
Ave., Milwaukee 7, Wis.
Stanley Displays, Inc., 442 W. 42nd St., New York 18,
N. Y.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 143rd St. and Wales Ave.,
New York, N. Y.
Acorn Sheet Metal Works, 625 W. Jackson Blvd., Chicago
6, Ill.
Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park,
Ill.
American Fixture and Mfg. Co., 2300 Locust Blvd., St.
Louis 3, Mo.
Apex Brass and Bronze Works, Inc., 116 Walker St.,
New York 13, N. Y.
Argus Mfg Co., 1134 Kilbourne Ave., Chicago, Ill.
Associated Ticket and Register Co., Inc., 346 W. 44th St.,
New York 18, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
Blackstone Coin Packer Co., 344 Dayton St., Madison 1,
Wis.
Brandt Automatic Cashier Co., Watertown, Wis.
Coinometer Corp., 1223 S. Wabash, Chicago, Ill.
DIT-MCO, 729 Baltimore Ave., Kansas City, Mo.
GENERAL REGISTER CO., 36-20 33rd St., Long Island
City 1, N. Y.
Goldberg Bros., 3500 Walnut St., Denver 1, Col.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago
40, Ill.
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, Ohio.
LAMOLITE CORP., 682 6th Ave., New York, 10, N. Y.
McGill Metal Products Co., Marengo, Ill.
Money-Meters, Inc., 17 Warren St., Providence, R. I.
Nelson, Hecht, 1322 Congress St., Chicago 7, Ill.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17,
N. Y.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago
1, Ill.
Sebring, A. G. Co., 2000 N. Oakley, Chicago, Ill.
Taller and Cooper, Inc., 75 Front St., Brooklyn 1, N. Y.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, Inc., 234 W. 44th St., Room 504, New York,
N. Y.
Helios Bio Carbons, Inc., 9 W. Park St., Newark, N. J.
NATIONAL CARBON CO., Inc., 30 E. 42nd St., New
York 17, N. Y.

CARBON SAVERS

Cali Products Corp., 3719 Marjorie Way, Sacramento, Cal.
Droll Thea. Supply, 317 S. Sangamon, Chicago.
Hanover Carbon Co., 4035 Spruce St., Philadelphia 4, Pa.
Hal I. Huff Mfg. Co., 659 W. Jefferson, Los Angeles
7, Cal.
Payne Prods. Co., 2451 W. Stadium Blvd., Ann Arbor,
Mich.
Edw. H. Wolk, 1241 S. Wabash, Chicago 5, Ill.

CARPETS

Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave.,
New York 16, N. Y.

Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.
Firth, Inc., 295 5th Ave., New York, N. Y.
Greater N. Y. Carpet House, Inc., 250 W. 49th St., New
York 20, N. Y.
Hardwick and Magee, 295 5th Ave., New York, N. Y.
Hotel and Theatre Carpet Co., 25 W. 32nd St., New
York 1, N. Y.
Karagheusian, A. and M. Co., Inc., 295 5th Ave., New
York 16, N. Y.
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth,
Minn.
Leedom, Thomas L. Co., Bristol, Pa.
Lees, James and Sons Co., Bridgeport, Pa.
Lomax Carpet Mills, Jasper and Orleans Sts., Philadel-
phia 34, Pa.
Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16,
N. Y.
Philadelphia Carpet Co., Allegheny Ave. at C St., Phila-
delphia, Pa.
Shelton Looms, 1 Park Ave., New York, N. Y.
Smith, Alexander and Sons Carpet Co., 295 5th Ave.,
New York 16, N. Y.
Waite Carpet Co., Oshkosh, Wis.

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago,
Ill.
Sponge Rubber Co., Sheldon, Conn.
U. S. Rubber Co., 1230 6th Ave., N. Y. C., N. Y.

CASH CONTROL EQUIPMENT

(See BOXOFFICE EQUIPMENT)

CHAIRS

American School & Desk Co., Temple, Tex.
AMERICAN SEATING CO., 9th and Broadway, Grand
Rapids 2, Mich.
Chicago Used Chair Mart, 820 S. State St., Chicago 5,
Ill.
General Chair Co., 1308 N. Elston Ave., Chicago 22, Ill.
Griggs Equipment Co., 209 Beale St., Box 630, Belton,
Tex.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
IDEAL SEATING CO., 519 Ann St., N. W., Grand
Rapids, Mich.
International Seat Corp., Union City, Ind.
Irwin Seating Co., 1480 Buchanan Ave., S. E., Grand
Rapids, Mich.
Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago 11, Ill.
Peabody Seating Co., North Manchester, Ind.

CHAIR CUSHIONS

Dunlop Rubber Co., Sheridan Drive and Riverside Rd.,
Station B, Buffalo 7, N. Y.
Firestone Tire and Rubber Co., 1200 Firestone Parkway,
Akron 17, O.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5,
N. Y.
Sponge Rubber Products Co., Howe Street, Shelton, Conn.
Theatre Seat Ser. Co., 160 Hermitage Ave., Nashville,
Tenn.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave.
of Americas, New York 20, N. Y.

CHAIR REPAIR SERVICE

THEATRE SEAT SERVICE CO., 160 Hermitage, Nash-
ville, Tenn.

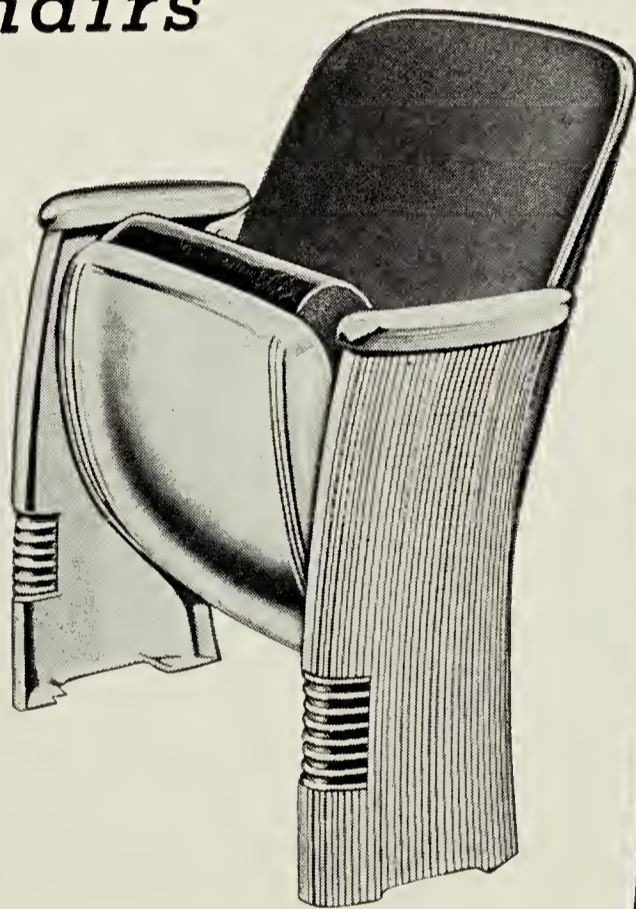
CHAIR UPHOLSTERING FABRICS

American Leatherex Corp., 629 Broadway, New York,
N. Y.
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New
York 10, N. Y.
Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
Atlantic Mercantile Co., 109 W. 64th St., New York 23,
N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
Celanese Corp. of America, plastic div., 180 Madison
Ave., New York 16, N. Y.
Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J.
DuPont, E. I. DeNemours and Co., 350 5th Ave., New
York 1, N. Y.
Firestone Rubber and Latex Products Co., Firestone
Foamex div., Fall River, Mass.
Foster, F. A. and Co., 38 Chauncy St., Boston 11, Mass.
Goodall Fabrics, Inc., 525 Madison Ave., New York 22,
N. Y.
Goodrich, B. F. Co., 500 S. Main St., Akron, O.
Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6,
Ill.
Manko Fabric Co., 114 E. 27th St., N. Y.
Masland Duralcather Co., 3234-90 Amber St., Philadel-
phia 34, Pa.
National Plastic Products Co., Odenton, Md.
Pantasote Co., Inc., 444 Madison Ave., New York 22,
N. Y.

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Rayon Corp. of America, 350 5th Ave., New York 1, N. Y.
Textileather Corp., 607 Madison Ave., Toledo 3, O.
THEATRE SEAT SERVICE CO., 160 Hermitage Ave.,
Nashville, Tenn.
Tufford Seat Covers, Inc., 140 West "B" St., San Diego
1, Calif.
Weymouth Art Leather Co., South Braintree, Mass.

CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago
10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles
1, Cal.

COIN CHANGERS

(See BOXOFFICE EQUIPMENT)

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17,
N. Y.

CONFECTION STANDS

Calumet Coach Co., 11575 S. Wabash Ave., Chicago 28,
Ill.
Columbus Show Case Co., 850 W. 5th Ave., Columbus
8, O.
Karl Hansen Co., 1600 Paydros St., New Orleans, La.
Master-Kraft Fixture Co., 434 N. Front St., Baltimore,
Md.
Simplex Store Equip. Co., div., Grand Rapids Co., 25
Commerce St., S. W., Grand Rapids, Mich.
Supurdisplay, Inc., Wisconsin Power Bldg., Milwaukee,
Wisc.
Weber Showcase and Fixture Co., Inc., 5700 Avalon
Blvd., Los Angeles 54, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los
Angeles, Calif.
Woodwork Corp. of America, 1432 W. 21st St., Chicago
8, Ill.

CROWD CONTROL EQUIPMENT

Lawrence Metal Products, Inc., 434 Broadway, New
York 13, N. Y.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17,
N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincin-
nati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas

CUPS (Paper)

Dixie Cup Co., 24th and Dixie Ave., Easton, Pa.
Lily-Tulip Cup Corp., 122 E. 42nd St., Chin Bldg., New
York 17, N. Y.

CURTAINS

(See DECORATION)

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 116 N. 8th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse 4,
N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Jos. Vasconcellos, Inc., 43-15 Dutch Kills St., Long
Island City 1, N. Y.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles
1, Calif.

DECORATION

Battisti Studios, 1564 Broadway, New York 18, N. Y.
Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Blank, Frederic and Co., Inc., 230 Park Ave., New York
17, N. Y.
BRODSKY, DAVID E. ASSOC., 242 N. 13th St., Phila-
delphia 7, Pa.
Dazian's, Inc., 142 W. 44th St., New York, N. Y.
F & Y Building Service, 329 E. Town St., Columbus, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand
Ave., Kansas City, Mo.
Greive, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset
Blvd., Hollywood 27, Cal.
Gull Industries, Inc., 1024 Keith Bldg., Cleveland 15, O.
Hansen, Joseph C. Co., 423 W. 43rd St., New York 18,
N. Y.
Houston Scenic Studios, 7026 Sherman Ave., Houston,
Texas
Kenney, Charles H., Studios, Inc., 1440 Broadway, New
York 18, N. Y.

KNOXVILLE SCENIC STUDIOS, 609 Phillips Ave.,
Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19,
N. Y.
Manko Fabrics Co., 247-213 Jamaica Ave., Bellrose, L. I.,
N.Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St.,
Omaha, Neb.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
National Studios, 145 W. 45th St., New York 19, N. Y.
Northwest Scenic Studios, 607 Marshall St., N. E.,
Minneapolis, Minn.
NOVELTY SCENIC STUDIOS, INC., 32-34 W. 60th St.,
New York 23, N. Y.
PARAMOUNT DECORATING CO., Inc., 311 N. 13th
St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19,
N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Sebeo, Inc., 1011 Curie Ave., Minneapolis, Minn.
Stevens, Frank W. Co., 544 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago,
Ill.
Theatre Production Service, 1430 Broadway, New York
18, N. Y.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19,
N. Y.

DEODORANTS

(See EXTERMINATOR SUPPLIES AND SERVICES)

DESKS AND OFFICE EQUIPMENT

Remington-Rand, Inc., 315 4th Ave., New York 10, N. Y.
Yawman and Erbe Mfg. Co., 1099 Jay Street, Rochester
3, N. Y.

DIMMER EQUIPMENT

(See SWITCHBOARDS)

DISPLAY FRAMES

Alto Mfg. Co., 1647 Wolfram St., Chicago 13, Ill.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22,
N. Y.
Beach Co., The, Coshocton, O.
Champion Metal Moulding Corp., 234 E. 151st St., New
York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York
19, N. Y.
Peoples Display & Frame Co., 1515 W. Olympic Blvd.,
Montebello, Calif.
Publocki, Ben B. and Sons Co., 2159 S. Kinnickinnie
Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincin-
nati, O.
Romar Vide Co., Chetek, Wisconsin
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18,
N. Y.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles
7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los
Angeles, Calif.

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York
13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co.,
Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago,
Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincin-
nati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indian-
apolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los
Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry
St., Stamford, Conn.

DRAPERIES

(See DECORATION)

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING CUPS

(See CUPS, PAPER)

DRINKING FOUNTAINS

Ebeo Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air
cond. div., 300 Taylor St., Dayton 1, O.
Puro Filter Corp. of America, 440 Lafayette St., New
York 3, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Spring-
field, Mass.

EMERGENCY LIGHTING

Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Fairbanks, Morse and Co., 600 S. Michigan Ave.,
Chicago 5, Ill.
Lampighter Products Co., 95 Atlantic Ave., Brooklyn,
N.Y.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis,
Minn.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St., Chicago, Ill.

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O.
Burlin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Lundy, E. A., Inc., 420 Lexington Ave., New York 17,
N. Y.
Sani-Toil Labs., 121 Main St., Joplin, Mo.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.
Welch Equipment Co., 224 S. Michigan Ave., Chicago,
Ill.
West Disinfecting Co., 42-16 West Street, Long Island
City, N. Y.

FENCING

American Chain and Cable Co., Inc., Page Steel and
Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24,
Md.
Habitant Fence Co., Bay City 21, Michigan.

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora,
Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago
32, Ill.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis,
Minn.
Neumade Products Corp., 427 W. 42nd St., New York 18,
N. Y.

FIRE EXTINGUISHERS

American LaFrance-Foamite Corp., 100 E. LaFranca St.,
Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport,
Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2,
N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7,
Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadel-
phia 25, Pa.

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2,
N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7,
Mich.

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6,
Conn.

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plain-
ville, Conn.

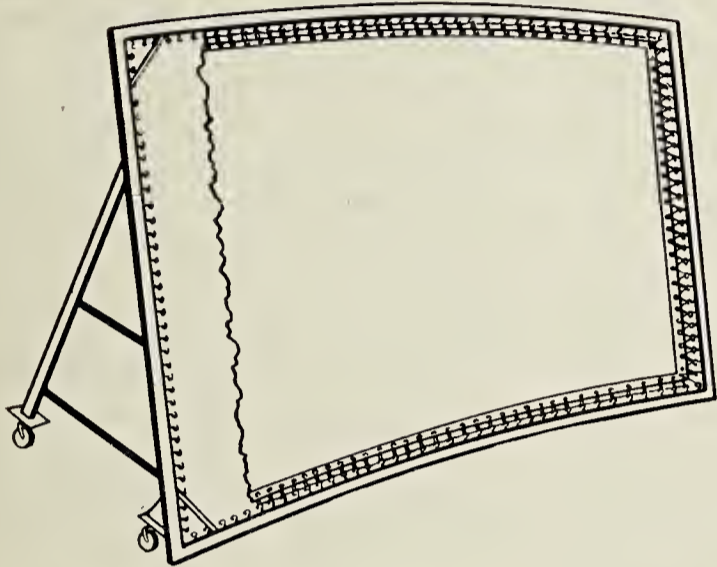
FLOODLIGHTS

(See LIGHTING FIXTURES)

FLOORING MATERIALS

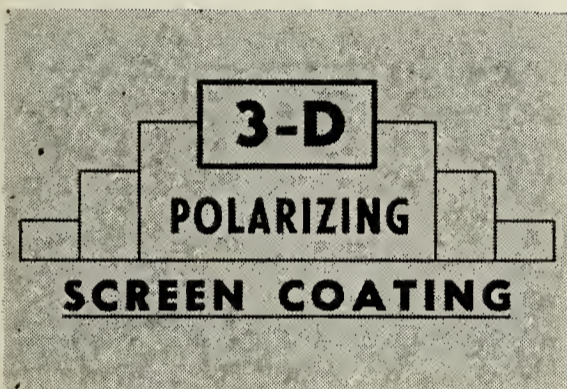
Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrave Drive, Kearney,
N. J.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooring div., 600
W. 58th St., New York 19, N. Y.
Homasote Co., Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co., Watertown,
Mass.

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3-D

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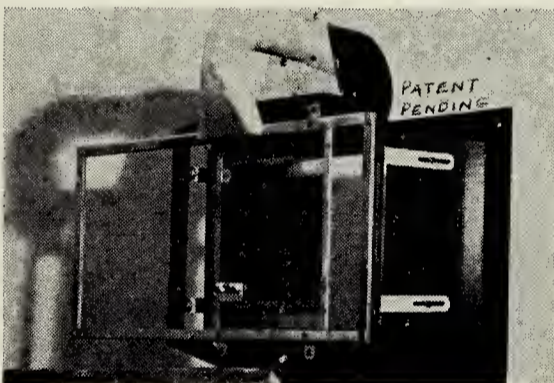
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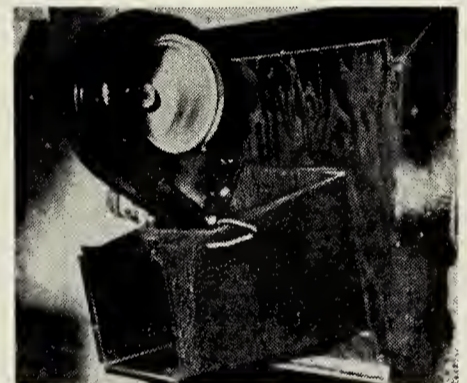


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Designed for use in both drive-in and indoor theatres. For drive-ins, top of housing slants upward 25 degrees, and for indoor theatres bottom of housing slants downward 25 degrees, enabling projection beam to pass through freely, regardless of angle. Openings of housing are large enough to accept wide angle projection beam of all new types of pictures. Filter frame can be adjusted to 8 different positions needed for proper alignment and permanently locked for all future use. For standard projection, operator can quickly and easily slide filter to one side, and later bring back into position without losing alignment.

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EQUIPMENT

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SPEAKERS
SIGNS
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Market Guide—(Cont'd)

BALLANTYNE CO., 1712 Jackson, Omaha, Nebr.
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill.
FOREST-HARRISON, INC., 122 Washington St., Bloomfield, N. J.
MOTIOGRAPH, INC., 4431 W. Lake, Chicago, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
NATURAL VISION CORP., 1710 N. LaBrea, Hollywood 46, Cal.
RCA THEATRE EQUIP. DIV., Camden, N. J.
Strobl Dodge, P. O. Box 24, Cinn. 30, O.
Wenzel Projector, 2505 S. State, Chicago, Ill.

MARQUEES

(See SIGNS AND MARQUEES)

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
American Mat Corp., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Brabrook, A. N., 424 Madison Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Lorraine Rubber Engineering Corp., 286 Fifth Ave., New York 1, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave., Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MURALS

(See DECORATION)

ORNAMENTAL METALWORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artercraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

PLAYGROUND EQUIPMENT (Drive-Ins)

Ahrens Mfg. Co., Inc., Grinnell, Iowa.
Allan Herschell Co., North Tonawanda, N. Y.
AMERICAN PLAYGROUND DEVICE CO., Anderson, Ind.
Bally Mfg. Co., 2640 Belmont, Chicago 18, Ill.
Burke, J. E., Co., Fond du Lac, Wis.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., K. C., Mo.
Everwear Mfg. Co., Springfield, Ohio.
Ewart, H. E., Co., 707 E. Greenleaf St., Compton, Cal.
Exhibit Supply Co., 4218 W. Lake St., Chicago 24, Ill.
General Playground Equipment Co., 1133 S. Courtlandt, Kokomo, Ind.
Gunvon Enterprises, N. Columbus St., Frankfort, Ind.
Hill Playground Equipment Co., Grand Prairie, Texas.
Jill Gym Co., 410 Missouri Ave., Ft. Worth, Texas.
King Amusement Co., Mt. Clemens, Mich.
MINIATURE TRAIN CO., Rensselaer, Ind.
MIRACLE WHIRL SALE CO., Grinnell, Iowa.
Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif.
National Amusement Device Co., 39 Hatfield Ave., Dayton 7, O.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 7, N. Y.
Recreation Equipment Co., 724 W. 8th St., Anderson, Ind.
Standard Kiddie Ride Co., 201 E. Broadway, Long Beach, L. I., N. Y.
Standard Playground Equipment Co., Anderson, Ind.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Safeway Sanitation Co., 75 Argyle Rd., Eggertsville 21, N. Y.



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Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
 Sperzel Sanitary Seat Co., 123 14th Ave., S., Minneapolis, Minn.
 Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.

POPCORN MACHINES

ABC Popcorn Co., 3441 W. North Ave., Chicago 47, Ill.
 American Popcorn Co., Sioux City 6, Iowa.
 Atkins Popcorn Co., 1014 S. Lamar St., Dallas, Tex.
 Auto-Vend, Inc., P. O. Box 5998, Dallas, Tex.
 Blevins Popcorn Co., P. O. Box 278, Nashville 2, Tenn.
 Creators, C. and Co., 630 W. Cermak Rd., Chicago, Ill.
 Dumber and Co., 2652 W. Lake St., Chicago 12, Ill.
 Farmer Boy Corn and Equip. Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
 Geisler, J. R. and Assoc., 8804 Hollywood Blvd., Hollywood, Cal.
 Gold Medal Products Co., 318 E. 3rd St., Cincinnati 2, O.
 J and N Popcorn Specialties, 1451 W. 69th St., Chicago, Ill.
 Krispy Kist Korn Machine Co., 120 Halsted St., Chicago 6, Ill.
 Long-Eakins Co., 27 Primrosa Ave., Springfield, O.
 MANLEY, Inc., 1920 Wyandotte St., Kansas City 8, Mo.
 NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
 Pronto Popcorn Sales, Inc., 702 Beacon St., Boston, Mass.
 Salkin, M. A., 1325 S. Wabash St., Chicago, Ill.
 STAR MFG. CO., 6300 St. Louis Ave., St. Louis 20, Mo.
 Spurdisplay, Inc., Wisconsin Power Bldg., Milwaukee, Wis.
 Viking Popcorn Machines, Inc., 1001 N. Vermont Ave., Los Angeles 27, Calif.
 West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

POPCORN SUPPLIES

American Popcorn Co., Sioux City 6, Iowa
 Best Foods, Inc., 1 East 43rd Street, New York 17, N. Y.
 Capital City Prods., West 1st and Perry, Columbus, Ohio.
 Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.
 MANLEY, Inc., 1920 Wyandotte St., Kansas City 8, Mo.
 NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
 Farmer Boy Corn & Equipment Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.

Rex Specialty Bag Corp., 101 Onderdonk St., Brooklyn 6, N. Y.
 C. F. SIMONINS SONS, Inc., Belgrade and Tioga Sts., Philadelphia, Pa.

POPCORN WARMERS

(See POPCORN MACHINES)

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 44th St., New York, N. Y.
 Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
 Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
 West Bend Aluminum Co., West Bend, Wis.

PROJECTION LAMPS

Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
 BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
 Forest-Harrison, Inc., 207 Railroad Ave., Harrison, N. J.
 McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
 MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
 NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
 RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
 STRONG ELECTRIC CO., 87 City Park Ave., Toledo, O.

PROJECTOR INTERLOCKS

BALLANTYNE CO., 1712 Jackson Ave., Omaha, Nebr.
 CENTURY PROJECTOR, 729 7th Ave., N. Y. C., N. Y.
 MOTIOGRAPH, INC., 4431 W. Lake, Chicago, Ill.
 NATURAL VISION CORP., 1710 N. LaBrea, Hollywood Cal.

PROJECTORS

BALLANTYNE CO., 1712 Jackson St., Omaha, Neb.
 Century Projector Corp., 729 7th Ave., New York 19, N.Y.
 DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
 INTERNATIONAL PROJECTOR CORP., 55 LaFrance Ave., Bloomfield, N. J.
 MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 34, Ill.
 RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.

Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
 Wenzel Projector Co., 2505-19 S. Stata St., Chicago 16, Ill.

PROJECTORS, 16mm.

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 RCA, Camden, N. J.

RECTIFIERS

Baldor Electric Co., 4355 Duncan Ave., St. Louis 10, Mo.
 BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
 Continental Electric Co., 715 Hamilton St., Geneva, Ill.
 FOREST-HARRISON, INC., 9-11 W. Park St., Newark 2, N. J.
 Carver Electric Co., 327 Carter St., Union City, Ind.
 Gordos Corp., 86 Shipman St., Newark 2, N. J.
 J. E. ROBIN, 267 Rhode Island Ave., E. Orange, N. J.
 Kneisley Electric Co., 333 Woodruff St., Toledo 3, O.
 McColpin-Christie Corp., Ltd., 4922 S. Figueroa St., Los Angeles 37, Calif.
 Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
 RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
 Revall Mfg. Co., 5217 Euclid Ave., Cleveland 3, Ohio.
 Richardson-Allen Corp., 15 W. 20th St., New York 11, N. Y.
 Shaldon Electric Co., Inc., 76 Colt St., Irvington, N. J.
 STRONG ELECTRIC CO., 87 City Park Ave., Toledo, O.

REELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
 General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood 38, Cal.
 Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
 GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
 Griswold Machine Works, Port Jefferson, N. Y.
 NATURAL VISION CORP., 1710 W. LaBrea, Hollywood 46, Cal.
 Neumade Prods. Co., 427 W. 42nd St., N. Y. C., N. Y.
 Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
 Wenzel Projector, 2505 S. State St., Chicago 16, Ill.
 West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y.
 Brightlight Reflector Co., Fairfield Ave. and Stata St., Bridgeport 5, Conn.
 Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
 Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.
 HEYER-SHULTZ, INC., 89 Orange Rd., Montclair, N. J.
 McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
 STRONG ELECTRIC CO., 87 City Park Ave., Toledo, O.

REFRIGERATION UNITS

(FOOD, CANDY, ICE CREAM)

Baker Refrigeration Corp., South Windham, Me.
 General Electric Co., air cond. div., 5 Lawrence St., Bloomfield, N. J.
 General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
 Mills Industries, 4110 W. Fullerton Ave., Chicago, Ill.
 NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
 Reco Products Corp., refrigeration engr. div., 2020 Naudain St., Philadelphia, Pa.
 Westinghouse Electric Corp., 983 Paga Blvd., East Springfield, Mass.

REVERSIBLE COLLARS

Reversible Collar Co., 111 Putnam Ave., Cambridge, Mass.
 Tray Novelty Co., 5 Union St., Troy, N. Y.

REWINDS

(See REELS)

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburg, Fla.
 Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
 Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
 Mosler Safe Co., 320 5th Ave., New York 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

CinemaScope Products, Inc., 444 W. 56th St., N. Y. C., N. Y.
 Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago 39, Ill.

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Market Guide—(Cont'd)

National Theatre Screen Refinishing Co., 129 Zenner St., Buffalo 11, N. Y.
 NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
 Nu-Screen Corp., 1501 Broadway, New York 18, N. Y.
 Perkins Theatre Supply, 505 Pearl St., Buffalo, N. Y.
 Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
 RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
 RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
 J. E. ROBIN, INC., 267 Rhode Island Ave., East Orange, N. J.
 B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
 VOCALITE SCREEN CORP., 19 Debevoise Ave., Roosevelt, N. Y.
 THEATRE EQUIPMENT CO. OF AMERICA, 107 Michigan St., Toledo, O.
 Walker-American Corp., 2665 Delmar Blvd., St. Louis 6, Mo.
 Williams Screen Co., 1620 Summitt Lane Blvd., Akron, O.

SCREEN FRAMES

Artercraft Strauss Sign Co., 830 12th Ave., N. Y. 19, N. Y.
 DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
 RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.

SCREEN RESURFACERS

DIT-MCO, 505 W. 9th St., Kansas City 5, Mo.
 National Theatre Screen Resurfacing, 129 Zenner St., Buffalo, N. Y.
 NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
 RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
 TNEMEC Co., 124 W. 23rd St., North Kansas City, Mo.
 Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland 2, Ohio.
 VOCALITE SCREEN CORP., 19 Debevoise Ave., Roosevelt, N. Y.

SCREEN TOWERS (DRIVE-INS)

DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
 Drive-In Construction, Inc., 475 5th Ave., New York, N. Y.
 Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
 Mesker, George L., Steel Corp., Evansville, Ind.
 Rileo Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
 THEATRE EQUIPMENT CO. OF AMERICA, 107 Michigan St., Toledo, O.
 Timber Structures, Inc., P. O. Box 3782, Portland 8, Ore.

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
 Bahn, L., Co., 123 W. Canton St., Boston 18, Mass.
 Beach Co., Coshocton, O.
 Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
 DAWO CO., 145 N. Erie St., Toledo 2, O.
 DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
 Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
 Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
 Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
 Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
 Reverse Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
 Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
 South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
 Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
 Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS

(See SIGNS AND MARQUEES)

SIGNS AND MARQUEES

Adler Silhouette Letter Co., 3021 W. 36th St., Chicago 32, Ill.
 Bellows Electric Sign Corp., 861 E. Tallmadge Ave., Akron 10, O.
 DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
 Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wis.
 Falk Glass Products Co., 5 Union Square, W., New York 3, N. Y.
 Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.

Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
 Kreiss Sign Co., Inc., 853-57 Washington St., Buffalo, N. Y.
 Long Sign Co., 840 W. Baltimore, Detroit, Mich.
 Monroe Sign Corp., 257-59 Hackensack St., East Rutherford, N. J.
 Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
 Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
 Sioux Metal Products Co., P. O. Box 430, Bedford, O.
 Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
 South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
 Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
 Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
 Triple-S Supply Co., 206 First St., San Francisco, Cal.
 WAGNER SIGN SERVICE, Inc., 218 S. Hoyne Ave., Chicago 12, Ill.

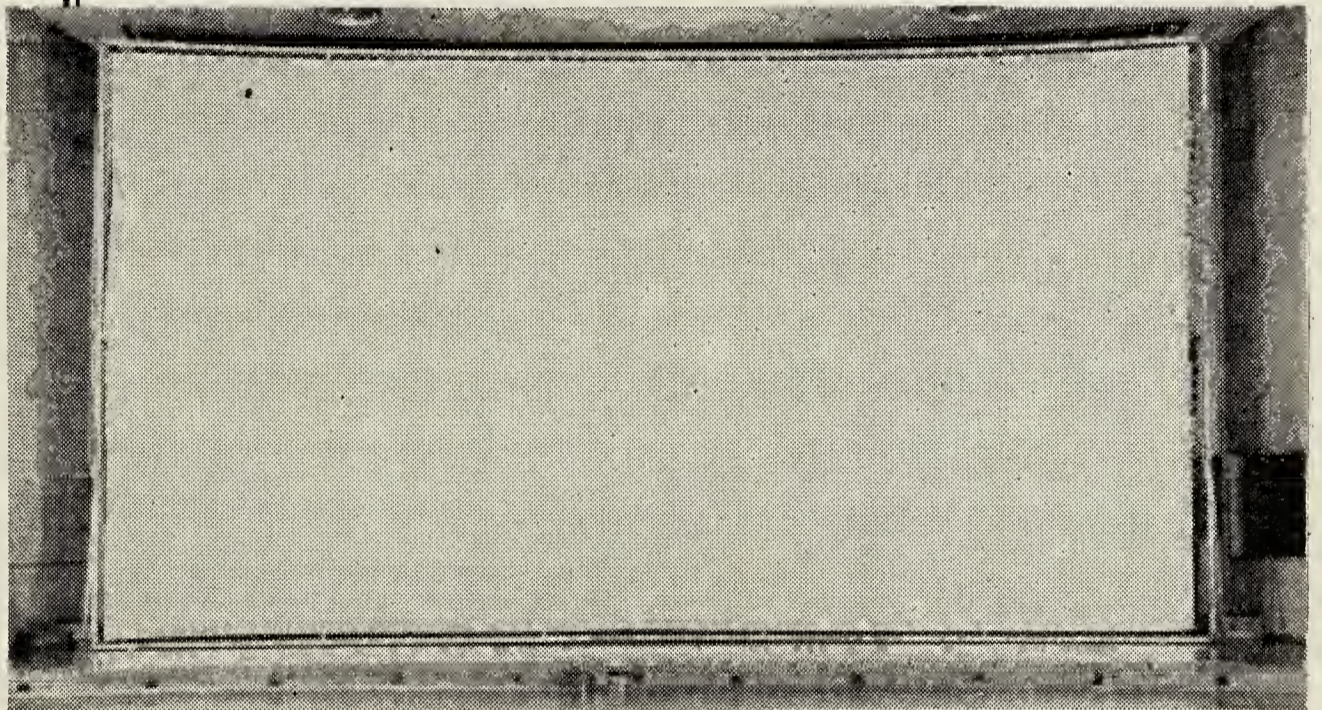
SLIDES

NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.

SOUND EQUIPMENT

Atlas Sound Corp., 1451 39th St., Brooklyn 18, N. Y.
 ALTEC LANSING MFG. CO., 1210 Taft Bldg., Hollywood 28, Calif.
 BALLANTYNE CO., 1707 Davenport St., Omaha, Neb.
 Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, O.
 CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
 Dayton Acme Co., 930 York St., Cincinnati 14, O.
 INTERNATIONAL PROJECTOR CORP., 55 La France Ave., Bloomfield, N. J.
 Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
 Magnasync Mfg. Co., 5517 Satsuma Ave., N. Hollywood, Calif.
 MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
 Natural Sound Corp., 1710 N. LaBrea, Hollywood 46, Cal.
 Operadio Mfg. Co., St. Charles, Ill.
 RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
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 Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.

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QUICKLY INSTALLED. Easy assembly possible due to simple but ingenious design. Diagram and color markings included with instructions. Lacing hooks instantly adjustable for alignment with grommets. Provides fine even tension all around.

ADJUSTABLE. Aluminum screens are highly reflective and usually require some tilting for better light distribution to balcony. Degree of tilt is dictated by reflectance factor of screen surface. Our frame is immediately adjusted *after* lacing and *can be changed to meet any future requirements.*

LIGHT BUT RIGID. Once assembled, it maintains perfect shape. Moves on casters or can be easily flown. 50' frame weighs less than 1000 lbs. 35' frame weighs 750 lbs. Can be furnished with attachment to raise or lower frame off floor. Used by most Hollywood studios.

OPTICALLY TRUE. Radius of curvature set at factory. It never changes due to warp when tilted, therefore distortion cannot be introduced, nor can lens focus be adversely affected. The curve is true and the screen laces perfectly without stress or wrinkling.

RAYTONE

SCREEN CORPORATION
165 CLERMONT AVENUE • BROOKLYN 5, NEW YORK

AVAILABLE THROUGH YOUR LOCAL THEATRE SUPPLY DEALER

Market Guide—(Cont'd)

Multi-Clean Prods., 2277 Ford Pkwy., St. Paul 1, Minn.
National Super Service Co., 1946 N. 13th St., Toledo, O.
Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 New Park Ave., Hartford, Conn.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.
Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

VIEWERS, 3-D

Polacoat Co., Cincinnati, Ohio.
Polaroid Corp., 730 Main St., Cambridge 39, Mass.
NATIONAL FILM SERVICE, 630 9th Ave., N. Y. C., N. Y.
NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
J. Thomas, 145 S. Robertson, Los Angeles 48, Cal.

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

Altec and Loew's Sign Service Contract

NEW YORK—A service contract involving more than 100 first run theatres was formalized recently between Altec Service Corporation and Loew's, Inc.

The deal was closed by L. D. Netter, Jr., acting in behalf of Altec, and John Murphy and Gene Picker, representing Loew's theater interests. E. O. Wilschke, Altec operating manager and William Boettcher, in charge of Loew's theatre sound department, also took part in the negotiations.

The Altec service arrangement runs for a period of three years and includes the Capitol and State, Loew Broadway showcases, as well as the entire string of Loew Poli circuit houses throughout New England.

According to Netter, Altec will continue to handle installation of the various stereophonic sound systems now being installed in the Loew houses.

Seat of the Matter

(Continued from page PT-5)

interest in movies, it is time that theatre owners profit by modern merchandising lessons demonstrated in every business and every town. It is the merchant, chain or circuit that constantly renovates, refreshes or builds new and better drug stores, gas stations, super-markets and theatres which will continue to make a profit. Those who take everything out of a business without keeping the physical business property up, are the ones who are fast closing up.

The seating companies are ready to provide free of charge engineering service plus ideas on how to improve the seating comfort and convenience. Naturally, they are also ready to deliver the best seating values ever available for the theatre owner to capitalize on.

With the above general ideas as a working basis, the public again interested in movies, and the seating companies ready to work out the comfort details, it is up to the theatreman to decide whether to keep up with the times by modernizing or gradually lose his customers to more modern and varied entertainment spots.



A special one-sheet showing how Polaroid 3-D viewers should be handled and worn by theatre patrons is being distributed free to exhibitors by the Polaroid Corporation, Cambridge, Mass., as the first of a series of display accessories which will be made available by Polaroid to the industry. The poster, in two colors, shows how viewers should be folded and how to properly wear them. Other accessories are being readied.

Movie-Size Video System For Homes, Schools Shown

CHICAGO—TV projection on a screen with enough light intensity to bring movie size video reception to homes, auditoriums, and schools was shown at the National Audio-Visual Association convention recently held at the Hotel Sherman.

This giant Singer "Prizomatic Projector" is an outgrowth of laboratory development of color TV, according to Eugene Singer. It was designed to fill the need of large-screen reception in school auditoriums. However, the size of the picture can be controlled, and it can be added to existing sets, it was said.

Singer, Navy commander and electronic scientist, is head of the Singer Research and Development Company, holder of seven patents in the field of electronics. Along with Dr. Irving Rehman, University of Southern California scientist, he invented the all-electronic color television tube. Singer is also a consultant to the Navy Electronics Laboratories.

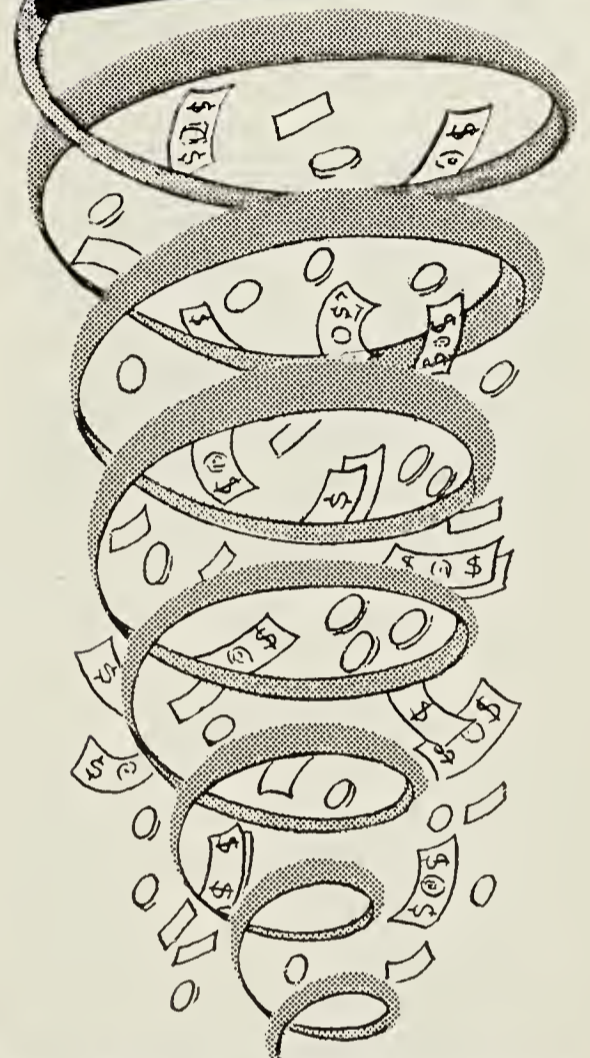
RCA Promotes 3 Execs.

NEW YORK—Election of Thomas D. Meola as Vice-President in Charge of Operations of RCA Communications, Inc., was announced recently by Thompson H. Mitchell, president. Also elected were John H. Muller as Vice-President in Charge of the New York District, and E. D. Becken as Assistant Vice-President and Plant Operations Engineer.

Meola, who joined RCA in 1925, has served since February, 1952, as vice-president in charge of the New York District. For three years previously, he was Manager of Public Offices and Sales of RCA Communications. As European manager, he supervised restoration of radio circuits disrupted by World War II, having earlier headed a staff in establishing and managing mobile RCA stations accompanying military operations in Europe.

NOW is the time

TO PLUG COSTLY PROFIT LEAKS



In Your Admissions Control System

If there ever was a time when the Motion Picture Industry NEEDS every dollar that comes to its door—that time is now.

Revenue lost through ticket manipulation or employee connivance can doom your operation. (Last year, America's theatres lost over 15 million dollars through improper ticket handling.)

Make sure your theatre's admissions control system is *profit-tight*... with Automatic Register and Ticketaker, to give you effective control both in the box office and at the door! Write for full information.

GENERAL REGISTER CORP.

43-01 Twenty-Second Street
Long Island City 1, N. Y.
1018 S. Wabash Ave., Chicago 5, Illinois

Strong Marketing New Proj. Lamp

TOLEDO, O.—Announcement of the start of production of what is said to be the first projection lamp designed in its entirety to fill the demands of 3-D and wide-screen projection, was recently made by the Strong Electric Corporation. The new lamp will be known as the Strong "Super 135."

In impartial tests the foot candle meter proved that the "Super 135," when burning the new 10mm "Hitex" carbons at 135 amperes, delivers a much higher level of illumination than any other lamp, according to the manufacturer.

One of the features of this new lamp is the Strong Infra-Ban Beam-Cooler unit which permits the great increase in light without a corresponding increase in heat

at the aperture. This device deflects the ultra-violet heat rays from the arc away from the aperture and back into the lamphouse from which heat is rapidly withdrawn by a mechanically induced air flow out through the stack. The Infra-Ban unit has the properties necessary to the clean passage of visible light rays while reflecting the heat rays away from the aperture.

Accommodating a 20-inch carbon, the "Super 135" is said to be the only reflector arc lamp which can burn the 10mm "Hitex" carbon at 120 amperes for a full hour, as required by the new 3-D 5000-foot reels. Other lamps, which accommodate only 14-inch carbons can operate at this amperage no longer than 48 minutes without retrimming.

The increased volume of light projected by the "Super 135" is especially important with 3-D because of the 60 per cent light loss to the viewer, resulting from the use of polaroid filters.

Once the arc in the "Super 135" has been struck, the position of the positive arc crater at the exact focal point of the reflector is automatically maintained, without manual adjustment, by means of Strong's exclusive Lightronic crater-positioning system. Each carbon is advanced by a separate motor, the speed of which is governed by the Bi-Metal Lightronic Tube.

A stream of air directed just above the arc stabilizes its burning and prevents the deposit of soot on the reflector.

The Strong "Super 135" automatically maintains a screen light that in intensity and color value is constant and identical to that of the associated lamp which is burning simultaneously, as required by the fact that with 3-D each eye sees only one of the two projected images.

Featuring unit construction, whereby the various components are instantly removable, the Strong "Super 135" permits ready adaptation to any future developments in carbons or burning techniques.

20th-Fox's Single Stereophonic Sound System To Be Shown

NEW YORK—First demonstration of the new single stereophonic sound system, one of the most important milestones in the technical development of motion pictures, will take place at the 20th Century-Fox home office in the near future, it was recently announced by the company.

Placing four sound tracks on one strip of picture film, the new system developed by Earl Sponable, Research Director for the company, and his staff for CinemaScope, will do away with the necessity of utilizing separate reproducers in order to accommodate stereophonic sound in theatres.

At the moment, engineers are rushing to completion the new stereophonic speaker system in the company's Little Theatre with installation of the new, simple sound head, which is affixed to the projector in order to pick up the four tracks in one continuous picture and sound transmission.

For the demonstrations at which Spyros P. Skouras will play host to the press and industryites, new CinemaScope footage showing the British coronation, and scenes filmed in Europe for the continental demonstrations, will be shown.

This and That Around the Trade

... Believed to be the first small-town theatre in Ohio or Indiana to be completely equipped for 3-D, CinemaScope, and other wide-screen techniques, as well as stereophonic sound, the Brokaw, Angola, Indiana, recently gave its first 3-D demonstration. Equipment was furnished and installed by the Theatre Equipment Company, Toledo . . .

... Henry M. Fisher was recently elevated to the position of executive vice president of the DeVry Corporation, Chicago, Illinois. The announcement was made by W. C. DeVry, president of the organization, which is a pioneer in motion picture equipment . . .

... Walter Frick, formerly connected with Theatre Equipment Company of Toledo, and recently in charge of six U. S. Army post theatres at Camp Gordon, Georgia, has joined the Strong Electric Corporation, Toledo, as sales and service engineer. He will travel the country contacting Strong dealers . . .

... Twelve RCA Sound Products distributors were honored for outstanding sales achievements at the recent annual award dinner held at the Knickerbocker Hotel in Chicago during the 1953 Radio Part Show. More than 175 distributors, field sales representatives, and home office staff members of the Sound Products Section of RCA Victor's Engineering Products department attended the event . . .
(Continued on page PT-22)

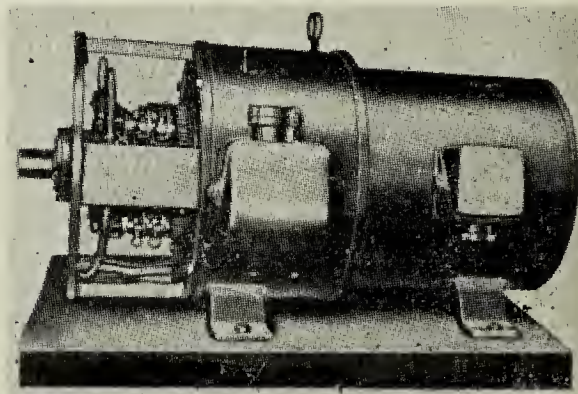
New Motor Generator Marketed

BLOOMFIELD, N. J.—The development of a motor generator designed to supply direct current to two projection arc lamps simultaneously for 3-D projection, was recently announced by the Cinematic Corporation.

The generator is said to also operate single arc lamps intermittently, without having to make any adjustments.

For wide screen operation, where more light is required, this generator is capable of delivering all the current required, it is claimed.

Included among the advantages claimed for the new generator are its efficiency, noiseless operation, and freedom from vibration. The DC voltage is maintained constantly whether operating two arcs simultaneously or intermittently. The generators are supplied in five sizes.



THE CINEMATIC GENERATOR

SEE FOR YOURSELF

what Phenomenal Results
are obtained with

UNI-MAX

3-D WIDE-SCREEN 2-D

SCREEN PAINT!

Check Any of These Theatres:

- ★ ABC DRIVE-IN
BLUE ISLAND, ILLINOIS
- ★ FLAMINGO DRIVE-IN
WINSTON SALEM, N. C.
- ★ GLORIA DRIVE-IN
(WIDE-SCREEN)
LIMA, OHIO
- ★ GALA DRIVE-IN
AKRON, OHIO
- ★ JESSE JAMES DRIVE-IN
TOLEDO, OHIO
- ★ KENWOOD DRIVE-IN
LOUISVILLE, KENTUCKY
- ★ NORTH ANDREWS
DRIVE-IN
(WIDE-SCREEN)
FORT LAUDERDALE, FLORIDA
- ★ NORTH HIGH DRIVE-IN
COLUMBUS, OHIO
- ★ SUNSET DRIVE-IN
WEST MEMPHIS, ARKANSAS
- ★ WEST-VUE DRIVE-IN
DES MOINES, IOWA

When screens are painted with "UNI-MAX," picture brilliance does not fall off when viewed from extreme sides.

- INCREASES BRILLIANCE OF 2-D PICTURES.
- INCREASES PICTURE CONTRAST.
- PERMITS 15-TO-30-MINUTE-EARLIER STARTING BY DRIVE-INS. Screen appears black and doesn't reflect light from sky—only the projector.
- EQUALLY SUITABLE FOR TILT OR NON-TILT SCREENS.
- CAN BE APPLIED ON BOTH POROUS AND NON-POROUS SURFACES: plywood, asbestos board, cloth, metal, cement block.

AVAILABLE AT YOUR INDEPENDENT
EQUIPMENT DEALER

Distributed Exclusively by

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1206 CHERRY, TOLEDO 4, OHIO

Use of "Reworked" 3-D Viewers Attacked

CAMBRIDGE, MASS.—"Reworked" viewing glasses are endangering the popularity—the whole future—of 3-D pictures, Dr. Elkan R. Blout, Polaroid Corporation's associate director of research, warned.

Dr. Blout was referring to those viewing glasses made by cutting eyepieces from standard Polaroid viewers and re-assembling them in plastic frames. Such "reworked" glasses have been sold to several theatres, chiefly in the New York area, according to the Polaroid Corporation.

"Every sample tested so far," Dr. Blout reports, "shows a misalignment of the eyepieces—in many cases enough to defeat the whole purpose of the Polaroid viewer. Patrons using such out-of-line glasses see not one picture with each eye but two. One is bright, the other an annoying ghost. It's little wonder patrons wearing these made-over glasses walk out of theatres disappointed—sometimes disgusted—with 3-D movies."

Many of the offending glasses, Dr. Blout stated, are "tattered and worn, the cardboard sticky with grease and dirt and the eyepieces scratched and scuffed. Each of these viewers had obviously been the cause of annoyance and disappointment to a dozen patrons or more."

One of the critical points in the manufacture of viewers, Dr. Blout explained, is the line-up of the polarizing axis or "grain" of the eyepieces. The axis of the left eyepiece must be exactly at right

angles to the axis of the right. In its standard viewers, Polaroid Corporation holds the line-up within four degrees. With a similar line-up of projection filters this accuracy ensures one picture for each eye.

When the eyepieces of a standard Polaroid viewer are cut apart, this precise adjustment is destroyed. Reworked viewers have shown errors as high as 12 degrees, enough to let both pictures reach both eyes and bury the 3-D effect in a jumble of double-images.

Dr. Blout's statement followed on the heels of an announcement by Dr. Herman M. Bundesen, president of the Chicago Board of Health, prohibiting the reuse of glasses for viewing 3-D movies. The action was taken after the Board said it had received complaints from physicians regarding eye infections following re-use of glasses. The sterilization process used in the theatres, it was thought, was not sufficiently effective to prevent contamination.

Polaroid Corporation also disclosed that its lawyers are considering the institution of suits for patent and trade mark infringement against the company doing the reworking operation and the theatres using the reworked glasses. Several Polaroid patents are involved. The infringement may be aggravated by the fact that standard Polaroid 3-D Viewers are sold with the restriction that they are "for one use only by a single member of the audience."

Altec Cuts Sound Installation Costs

NEW YORK—L. D. Netter, Jr., general sales manager of Altec Service Corporation, announced recently that a new schedule of stereophonic sound installation costs, involving appreciable reductions, is now available to all exhibitors throughout the United States.

The new Altec minimum and maximum price range for theatre stereosound installations runs from a new low price of \$375 for smaller capacity theatres to a maximum charge of \$750 for the larger showcase type of house.

Comparison with the former Altec stereophonic installation charges, ranging from a low of \$600 to a maximum of \$900, points up the amount of the reductions.

Commenting on this, Netter said: "There are several reasons why Altec is now able to offer all types of motion picture theatres a considerable saving in the matter of installing stereosound systems. We are passing on to all exhibitors who have not yet availed themselves of the use of directional sound, the benefit of our experience during our pioneering efforts in this field. These benefits were gained by us at considerable initial investment of capital, time, and effort, during the period when Altec was called upon several months ago to supply and install efficient stereosound systems to properly complement the introduction of the various new motion picture production techniques. Over the months our engineering field staff has found proper means to curtail the time involved in the delicate and precise procedure of stereosound installations. This has been an important factor in enabling us to make these installation

costs reductions at this time.

"Also, as in all new technical departments, many problems were encountered by us in our early installations. "Bugs" of various nature lengthened the time, research and corrective procedure which necessarily marked some of our first installations. It was for this reason that Altec established the series of stereophonic sound clinics which have proved so highly successful during the past several months. The practical results gained from these installation forums and the "on the job" experience most of our engineers have acquired has enabled them to shorten the time involved and to overcome more rapidly, the natural technical difficulties encountered.

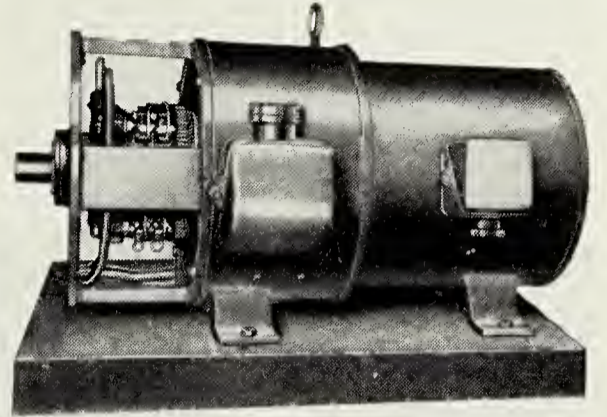
"This new installation pricing schedule is based upon the amount and size of the stereophonic equipment involved. In other words, the charge to install two separate magnetic reproducers or penthouse reproducers as the case may be in any one theatre would be more than for one unit in a theatre and the cost to install six auditorium speakers would be less than to install sixteen. Each major unit of the stereophonic installation is priced separately in order to have the installation charges correspond with the type and size stereophonic equipment used. This will materially benefit the small theatre owners."

Breuer Names New Regional Sales Manager

CHICAGO—A. Anderson, general sales manager of Breuer Electric Manufacturing Company, manufacturer of Tornado floor maintenance equipment, recently announced the appointment of Fred A. Small as regional sales manager in southeastern United States.

*For those who
desire the best...*

CINEMATIC Motor Generator



Designed for continuous duty operation

3-D

Will operate two arcs continuously or two arcs intermittently.

Type 180 for up to 180 amps. continuous duty
Type 230 for up to 230 amps. continuous duty
Type 250 for up to 250 amps. continuous duty
Type 300 for up to 300 amps. continuous duty
Type 350 for up to 350 amps. continuous duty

DC voltage output 80 to 110 volts. Automatic control allows operation of single arcs intermittently or double arcs continuously. Silent vibrationless operation.

*A few of the numerous items
carried in stock*

- Magazines to fit any projector
- Lower 25" mag. for universal base
- Interchange switching cabinet
- Screens and Screen Frames
- Electric Interlocks
- Port Filters
- Stereophonic
- Sound Systems

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CINEMATIC CORPORATION

122 Washington Street Bloomfield, N. J.

For YOUR
BOXOFFICE

Engraved by
our exclusive
process on
lucite to your
specifications.



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LAMOLITE

ILLUMINATED PRICE ADMISSION SIGNS

Our enlarged plant facilities assure
OVERNIGHT service from coast to coast.
Plastic Signs Engraved for the Entire Theatre
Send for Folder *Pat. pend.

Edgar S. Bowman

682 Sixth Avenue

New York 10, N. Y.

This and That

(Continued from page PT-20)

... The appointment of J. R. Johnstone as manager, Carbon Products Sales department, was announced by National Carbon Company, New York City, a division of Union Carbide and Carbon Corporation. Lighting carbons for the motion picture industry will be high among Johnstone's interests because of the increased light demands of the new 3-D and wide-screen motion picture systems . . .

... A new line of waste receptacles that are designed to reduce the dangers of fires, and increase sanitation wherever they are used, was recently announced by the Solar Sturges Manufacturing division of Pressed Steel Car Company, Inc., Chicago. The new receptacle retains the gravity self closing top, and original design with Solar that has been in use for more than 25 years . . .

Lorraine Carbons
FOR ANY LAMP IN ANY SIZE THEATRE AND DRIVE-IN

PROJECT THE BRIGHTEST LIGHT POSSIBLE MORE ECONOMICALLY FROM "LOW" to HIGHEST "HIGH"

Lorraine CARBONS, INC., BOONTON, N. J.

SILVERLITE 3D SCREEN COATING

FOR INDOOR AND DRIVE-IN SCREENS
also

WHITE DRIVE-IN SCREEN COATINGS

Prepare your present flat surface screen for 3 dimensional projection at lowest minimum cost.

Available through Theatre Supply Dealers.

VOCALITE SCREEN CORP.
ROOSEVELT NEW YORK

Change your PROSCENIUM for WIDE SCREEN

Get the advice of an expert!

The proscenium changes of the Broadway Theatre, New York, for the world's first showing of Cinerama—rigging materials, drapes, tracks and motors—were handled by this company.

We solved CINERAMA'S problem!
Let us solve your problem, too!

NOVELTY SCENIC STUDIOS, INC.
32-34 W. 60th St., New York 23, N. Y.

The First Indoor-Outdoor Theatre to Bow

MONTPELIER, VT.—The outdoor section of what is believed to be the first "indoor-outdoor" theatre in the world was recently unveiled with the opening of the Moonlight Theatre. The indoor section of the double "summer-winter" theatre has not yet been completed, but owner Richard M. Cody expects it to be ready for operation before the New England winter sets in.

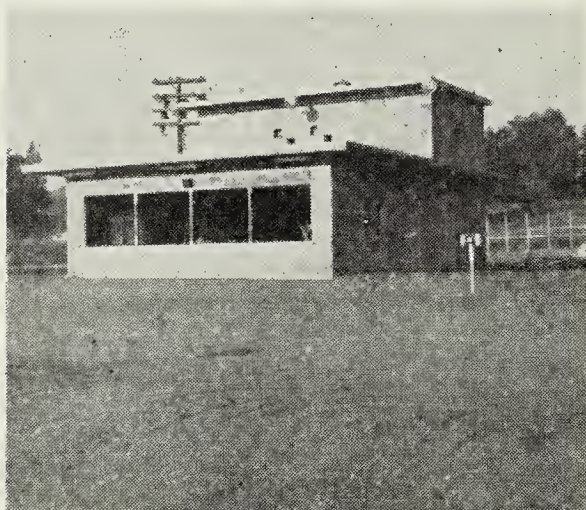
According to Cody, the roofed portion will hold 800 seats on a single level. The drive-in's projection booth is located atop the concession building and lobby, and its rear wall will form the front wall of the indoor theatre. The same projection equipment will be used for both operations. All that will be required will be to transfer the equipment to the opposite wall. Electrical connections to provide for this switch have already been built into the booth, so that the change will be simple.

The lobby, which has a huge picture window facing the drive-in section, will serve both the indoor and outdoor the-

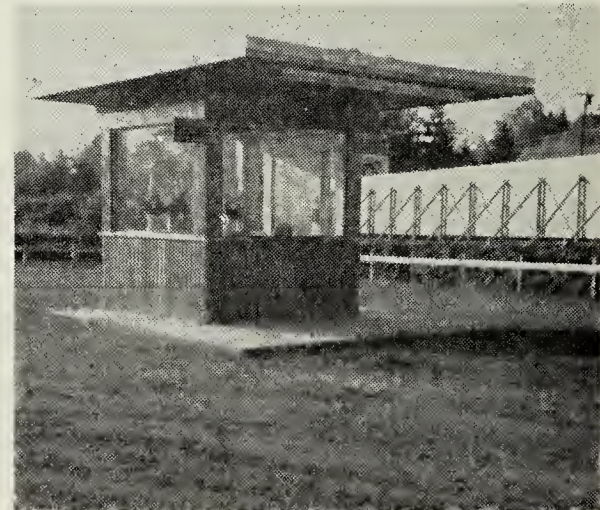
atres, as will the concession section and counters, which are placed directly behind the lobby.

The concession building is constructed of cinder blocks with the counters, lobby and rest rooms on the ground floor, and the projection booth above. This cinder block, painted an inconspicuous color, is the same material from which the indoor theatre is to be made. The concession building walls of light green complements the tile covering on the floor. The ticket booth is constructed of natural finished wood and can service two lines of cars. Exits are also of two lanes. Floodlights over the building shine from the rear of the parked cars facing the screen.

Able to accommodate 400 cars, the drive-in portion has a 45 by 60 foot screen which can accept wide angle product. Projection illumination is provided by RCA wide-arc high intensity lamps. The projectors are water cooled and lubricated by a pump driven lubrication system. All equipment was installed by the Capitol Theatre Supply Company.



CONCESSION BUILDING



TICKET BOOTH

Homemade 3-D and Wide Screen System Built For \$600

KEYSER, W. VA.—If nothing else, the current 3-D, wide-screen revolution is bringing out the inventive genius of exhibitors and projectionists. An example of this is the homemade all-purpose outfit at the Liberty, owned and operated by Olin R. Thrush.

Thrush, and his projectionist, Dale Stark, used two discarded standard size screens which had been gathering dust backstage to build their wide-screen. An upholsterer was contacted to make the correct size "wide-screen" from the two old ones. While this was being done, the screen frame, made from cured lumber, was being installed. Eye screws were placed every six inches, thus permitting easy lacing of the screen. Finally two gallons of 3-D Polaroid screen coating was purchased. Two coats were painted on the surface with a brush, the third coat was sprayed.

A floating masking was rigged whereby 2-D and 3-D pictures could be shown on a standard size screen. For the wide-screen offerings the masking is moved aside. The equipment used in constructing the masking arrangement consisted of a paper stapler, radio antennae wire, two turnbuckles, and a generous dose of homemade ingenuity.

The 3-D arrangement in the booth is

also interesting. Since it was impossible for Thrush to install magazines to accommodate more than 3000 feet of film, due to the short projector bases, he eliminated the magazines entirely. Instead, he used only the magazine brackets, placing a small wooden block between the projector heads and sound units.

The actual cash outlay for the complete wide-screen 3-D outfit was not over \$600.

Screen Paint Makes 3-D At Drive-In A Success

TOLEDO—It required the State Police, according to the management, to control the traffic in front of the Jesse James Drive-In, during the recent showing of Warners' 3-D offering, "House Of Wax."

The Jesse James, which opened in June and accommodates 1200 cars, had traffic tied up for two miles in both directions on U. S. Highway 24, it was reported.

One of the reasons for the success of the event is said to be the new screen paint which was used. Marketed under the trade name "Uni-Wax," it was developed by the EPRAD Corporation.

According to EPRAD president, Al Boudouris, the new paint is ideally suited for either 2-D, wide-screen, or 3-D presentation. It is claimed that there is no fall-off in picture brilliance, even when viewed from the extreme sides of the screen.

Fort Worth D-I Bows

Deluxe Twin Tower Open Air Theatre Opens To The Public In The Typical Texas Style

IT HARDLY seems possible that there is anyone within the Continental limits of the United States, who does not know that anything which has the adjective "biggest" in front of it must naturally be located in Texas.

It should, therefore, come as no surprise to learn that what is claimed to be one of the largest twin drive-ins in the world, recently opened in Fort Worth, Texas. Some dispute has arisen as to whether or not the outdoor theatre actually is the largest, or next to the largest, but it seems a safe bet to go along with Texas.

Carrying the name of the city in which it is found the Fort Worth Twin Drive-In is spread over a generous 18 acres of land. It is operated by the Leon Theatre Company, which owns and operates a number of theatres throughout the State.

Although at the time of the opening, the exact number of speaker locations was a bit vague, it is known that there are over 1600, which means that the theatre could easily handle a crowd of 4000 persons. In order to make year-round operation possible, in-the-car heaters are also available for use when the weather turns cold.

Traffic Control Tower

One of the outstanding features of the theatre is the control tower which has been built to handle traffic along the four lanes that lead into the parking area, and to guide the cars to available parking spaces. The great advantage of the tower is that it helps to prevent bottlenecks and traffic jams at the four ticket booths. Another is that it does away with a driver having to wander about in search of an empty ramp. The tower maintains a constant check with the boxoffices, by means

DRIVE-IN THEATRES

of telephones, and keeps the ticket-takers up-to-date on space availability, and where to funnel the traffic.

The concession building at the Fort Worth is situated between the two screen towers. It houses the snack bar, the tiled rest rooms, and leads out to a patio.

The snack bar is finished in soft pastel colors and makes use of the cafeteria type of service. Extremely well equipped, the bar is capable of handling a very large crowd in a minimum amount of time. Kitchen facilities make it possible to serve fried chicken and fried shrimp baskets, charcoal hamburgers, as well as the standard soft drinks, popcorn and candies. In order to prevent the crowds from both screen areas jamming the concession building at the same time, the management arranges the film schedule so intermission breaks occur 15 minutes apart.

Opening Night

Opening night ceremonies were geared so as to make the Fort Worth's initial bow a memorable one. A clever promotional angle that the management used was to hire local Fort Worth twin girls as hostesses who went around handing out free gifts to the 5000 people who jammed the drive-in. Brilliant lighting displays and live entertainment helped to make the opening of this new double tower open airer an event that got things rolling in typical Texas style . . . and that's usually purty good, pahdnah.

On the left is a view of the brilliantly lit front of the Fort Worth Twin Drive-In. The opening night ceremonies were planned to get the new ozoner



off to a good start. On the right is a time exposure taken during the gala first night festivities. Note balloon cluster caught in beam of floodlights.





Listen Here!...

Look into the face of the mob — hear an insistent voice over there in left field calling to be heard...

With the magic of Simplex "P. T." Stereophonic Sound that voice does come from "left field." The voice is sharp and clear . . . and is located for the ear as well as the eye. It is the new sound dimension that is unsurpassed for brilliance and realism.

Be sure the Stereo Sound you install in your house is Simplex Stereo Sound because SIMPLEX Stereophonic Sound is "P. T." — "Performance Tested" for every conceivable situation — your assurance that it's *right* for you!

Place your order now — for early delivery!

Simplex
T.M. REG. U. S. PAT. OFF.

STEREOPHONIC SOUND

NEWS OF THE

Territory

BRANCHES

Atlanta

W. D. Craddock, sales representative, United Artists, is still unable to return to work after an auto accident a year ago. . . . Lynda Burnett, booking department, UA, was enjoying a vacation in Virginia, and Mary Bowen was back after a vacation in Florida.

Jack Flowers opened the 17 Drive-In, Aliceville, Ala. . . . Southeastern Equipment furnished RCA equipment for the Bel-Aire Drive-In, Nashville, Tenn., a 700-car drive-in owned by "Chick" Kuertz and Charles Hendritz. Southeastern also equipped the new Druid Hills Drive-In, Marysville, Tenn., owned by J. C. Gillespie.

J. J. James, appointed manager, Grand, Winter Haven, Fla., replaces Joe Palinkas. James comes to Winter Haven from Tallahassee, where he was manager, Ritz.

Lane Hebson, manager, Martin, Sylacauga, Ala., was elected commander, American Legion Post 45.

Sybe Brennan resigned at Republic and Evelyn Lynch is the new contract clerk.

Charlotte

A new drive-in, the Car-View, opened on the old Oxford Road, Durham, N. C.

The Hickory Drive-In, Hickory, N. C., was turned over to the Highland Baptist Church for use for morning Sunday school and church services, because the assembling of children in indoor gatherings was banned by health authorities due to a polio epidemic.

Jacksonville

N. J. Killum, owner-operator, Jacksonville Drive-In, took over the lease on the Wade, Swansboro, N. C., and opened it with a free show to all.

Memphis

Jack Bomar, Wren Theatres, Little Rock, Ark., advises that due to storm damage, the Mena Drive-In, Mena, Ark., closed for repairs for a short period. . . . Bob L. Brixey is the new owner, WNC, Flippin, Ark. . . . Announcement was made by Steve Stein, president, Met Enterprises, Inc., that it now owns the Met and drive-in, Jackson, Tenn.

Word came from Guys, Tenn., of the opening of a new 300-car Corinth Drive-In, three miles north of Corinth, Miss. It is believed to be the first drive-in to be built with a wide-angle curved screen, size 34 feet by 60 feet, and built on a natural amphitheatre incline.

It can be converted to CinemaScope in a week, manager John Hall said. Hall is the former manager, Grand, Water Valley, Miss., recently destroyed by fire.

The Linden Circle became the first Memphis suburban theatre to install a factory-built, all-purpose screen adaptable for conventional wide-screen, 3-D, and CinemaScope. The screen, 14.6 by 33.6 feet, has a molded plastic, metalized, perforated surface, Mrs. Winnie B. Elrod, manager, said.

While in Memphis as mistress of ceremonies for the "Main Street To Broadway" talent contest, Miss Faye Emerson was honored with a cocktail party and dinner. Welcoming the guest of honor were Mr. and Mrs. M. A. Lightman. Attending were: Mr. and Mrs. Herbert Levy; Mr. and Mrs. M. A.

Lightman, Jr.; Mr. and Mrs. Richard Lightman; Edward J. Meeman, editor, The Press-Scimitar; Edwin Howard, The Press-Scimitar amusements editor; Mr. and Mrs. Fred Goldsmith; Mary Margaret and George Faulder; Virginia and Eugart Yerian; Irma Waddell; Olivia Browne; Edwin Sapinsley, Watson Davis; Ned Cook, and James Frew. Finals in the contest were held on the Malco stage.

Visitors were: W. L. Landers, Landers, Batesville, Ark.; William Elias, Murr, Osceola, Ark.; Moses Sli-man, Lux, Luxora, Ark.; W. C. Sumpter, Cotton Boll, Lepanto, Ark.; Mrs. Johnny Kellum, Joiner, Joiner, Ark.; Neal Stark, Lakeview Drive-In, Hardin, Ky.; J. D. Shepherd, Rex, DeValls Bluff, Ark.; Glen Brown, Ritz, Reyno, Ark.; Paul Harrington, Calvert Drive-In,

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Calvert City, Ky.; John Carter, Whitehaven Drive-In, Grenada, Miss.; Billy Ruffin, Jr., Covington, Tenn., Circuit; W. B. McFarland, Missouri, Hornersville, Mo.; T. A. Hodges, Roxy, Watson, Ark.; B. J. and Tom Ford, Ford, Rector, Ark.; John Hurd, Maxie, Truman, Ark.; M. Goff, Rustic, Parsons, Tenn.; Mr. and Mrs. Glenn Mosier, Gay, Olive Branch, Miss.; H. Boyd, Tommie's Drive-In, Kennett, Mo., and Gene Nash, booker, Rockwood and Chickasaw Amusement Company, Nashville, Tenn.

John Coll, Paramount head shipper, was taking the second week of his vacation.

"Air-minded" R. L. Osborne, owner, Crescent and Harlem, Belzoni, Miss.,

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flew in to do some booking, bringing his daughter-in-law along.

New Orleans

UA's' tradeshowing of "Melba" attracted a large crowd of exhibitors. . . . Fred T. McLendon and booker-manager Al Morgan, Union Springs, Ala., were conferring with Max Connett, associate in Louisiana and Mississippi theatres. . . . Mr. and Mrs. Al Randall were callers. They operate the Fern, Centerville, Miss., and the Fern and Fern Drive-In, Woodville, Miss. . . . Seen about were Joseph Hatty, Jr., Jean, LaFitte, La., and Joseph Barcelona, Regina, Baton Rouge, La.

The officers of WOMPI met at the Jung Hotel. Members total 75 thus far. The meeting was called by President Loraine Cass, who said that membership cards should be ready for distribution within a week. The first luncheon will take place on Sept. 9, and a prominent personality will be invited to address the assembly. The second Wednesday of each month is slated for regular monthly luncheons, and an invited guest speaker will grace each luncheon. Letters will be mailed to all theatre owners in the area requesting them to prevail on their distaff personnel to join the club.

E. R. Sellers and Milton Guidry, Yam Drive-In, Opelousas, La., and Frank Olah, Star, Albany, La., made the rounds, as did Anna Molzon, Royal, Labadieville, La., and Harold Dacey, Rex and Gayle, Riceland, La. . . . Harold Blanchard and sons, Bruce and Barry, Joy, Napoleonville, La., visited at Joy Theatres headquarters. . . . Mr. and Mrs. Claud Darce, New Opera House, Morgan City, La., attended the screening of "Melba."

L. C. "Jack" Downing was a caller. Besides conferring with his buyer-booker, Sammy Wright, he made the rounds of equipment stores. . . . Robert Molzon, Norco, La., visited, accompanied by Robert Connelly, visiting from Boston. . . . William A. Hodges, Hodges Theatre Supply, was a Morgan City, La., caller.

J. G. Broggi, buyer-booker, Leslie and Joan Drive-In, Denham Springs, La., advised that owners Mr. and Mrs. Donald Clark shuttered both. Mrs. Clark said that high film rentals, taxes, and poor business forced them out of business.

J. B. Dumestre, president, Southeastern Theatre Equipment, planed in from Atlanta to be at the bedside of his brother, Alexis C. "Lex," who succumbed at the age of 65. The deceased, who has been away from the business for many years, built the Metrie, and operated it for a short time before he sold it to United.

F. J. Didier, president, Delta Visual Service, Inc., attended the 16mm. convention in Chicago. . . . Thanks go to Ernest MacKenna, manager, Joy; Eldon Briwa and L. C. Montgomery, Bri-

Mont Buying and Booking Service, and F. G. Prat, Jr., Prat-Aucoin Theatres, for renewal subscriptions to EXHIBITOR and to Herb Paul, Kay, joining the family of EXHIBITOR readers.

Mr. and Mrs. Irving Zeller, Gonzales Drive-In, were in. With them were papa Guitreau, Mrs. Joseph Guitreau, and four sprightly youngsters.

Alberta Schindler, Masterpiece office manager, is reliving her pleasure tour via letters from friends in Sportland Valley, Colorado Springs, Colo. . . . A CinemaScope screen is being installed in the Orpheum.

Urban and suburban exhibitors around were: William Sedy, Patio; E. W. Ansardi, Buras, La.; S. J. Gulino, Kenner, Kenner, La.; Rene Brunet, Imperial; Paul Brunet, Dixie; L. J. Dupepe, Aerron; S. E. Mortimore and Lyle Shiell, Skyvue Drive-In, and Mr. and Mrs. D. Gamelli, Peacock.

President Eisenhower's veto of the repeal of the federal tax on admissions is an "awful blow" to exhibitors in this area, said Abe Berenson, president, Allied Gulf States, in an interview with the press. Another gravely disappointed is Gaston J. Dureau, Jr., Paramount Gulf Theatres, Inc. Joy Houck, president, Joy Theatres, Inc., said he considered the vetoed bill not as a tax reduction but as an emergency relief measure.

F. G. Prat, Jr., and Abe Berenson were seen discussing the President's action vetoing the repeal of the tax measure. . . . Marion Francioni, Paramount booking-stenographer, was on an extended leave, doctor's orders. Presently, she is hospitalized for an examination. . . . Maurice Kleinman, New Moon Drive-In, Lake Charles, La., visited buyer and booker Sammy Wright, M. A. Connett's Booking Service. . . . Joe Silver, 20th-Fox booker, wife, and daughter, Jo Ann, are on a pleasure tour. . . . Curtis F. Matherne, until recently UA salesman, is now with the John Motor Company, and Dominick J. Olistier, Sr., pioneer manager, also severed connections with the industry for a sales position with realtor Joseph H. Smith. His last post was as manager, Abalon, Algiers, La., owned by Nick Lamantia.

Milton White, Exhibitors Poster Exchange, and Milton Dureau, Masterpiece, reeled in some dandies. . . . Mary Pisciotta and daughter, Camille, spent an hour or so visiting friends on the Row.

Arkansas Little Rock

A drive-in being built in Osceola, Ark., is expected to open late this month, according to the owners, Mr. and Mrs. James Martin. The drive-in will accommodate 400 cars.

M. S. McCord, president, United Theatres, announced that work would be resumed on a drive-in near the Arkansas River in Morrilton, Ark.

NEWS OF THE

Territory

Chicago

The city Board of Health issued an order barring re-use of special glasses issued to patrons of theatres showing 3-D pictures. The announcement was made to theatremen by Dr. Herman N. Bundesen, president of the board, called together by telegram for a special meeting. The ban was the result of reports by doctors that persons have suffered eye infections after wearing glasses previously used by other patrons. Dr. Bundesen's telegram read: "To safeguard the public the Board of Health today, as an emergency measure, adopted a resolution prohibiting the re-use of glasses for viewing three-dimensional pictures until laboratory tests demonstrate that they can be used with safety. Bacteriological examinations have shown that at present these glasses are contaminated, and therefore dangerous to public health." Dr. Bundesen explained: "We went into theatres and took glasses which had been used for some of the return boxes, and made a thorough bacteriological examination of them. Many of the glasses showed they were contaminated."

Ralph Banghart, RKO regional publicity director, took a midwest promotional trip.

Mr. and Mrs. Dean Smith leased the Star, Toulon, Ill., from Bailey Enterprises. . . . Five pictures were marked for adults, 10 cuts were made, but none was rejected in the 99 films, totaling 582,000 feet, examined by the censor board during July. . . . Richard Norton, Red Key, Ind., leased the Isis, Winamac, Ind., from Mr. and Mrs. Verne Gorrell.

For the third successive month, reports from the city tax collector's office show increased attendance. Tax returns for July were \$84,130, compared with \$79,538 for the corresponding month a year ago. Similarly collections from all amusements were \$146,978, against \$141,590 in 1952.

Dick Estes, Art Magrini, and Ray and Wilmer Smith opened their new Twilight Drive-In, Paxton, Ill. . . . Preston Stoner, Indianapolis, bought the Centerbrook Drive-In, Martinsville, Ind.

The 20th-Fox exchange gave its annual picnic for employes and their families. . . . Irene Rader, Alliance Theatres, sojourned in the Canadian Rockies.

Edwin Silverman, Essaness prexy, built a screening room in his summer home at Walworth, Wis. . . . Ellis S. Rees, 86, father of the late Stewart B. Rees, Rees owner, Winamac, Ind., passed on. Mrs. Rees is now owner of the theatre.



Doris Witherspoon, secretary to Horace Falls, Falls Theatre Service, and Joyce Smith, secretary to J. O. Hill, Southwestern Theatre Equipment, are seen at the recent meeting of the Women Of The Motion Picture Industry in Dallas showing George O'Bannan, writer-producer-emcee of "Hot From Hollywood," a drive-in-sponsored KRLD-TV show, the copy of EXHIBITOR which featured the WOMPI, Dallas chapter, anniversary meeting. O'Bannan invited the girls to be guests on his show.

A recent celebration by members of Altec's central division office staff signaled an occasion marking the first female employee to become the beneficiary, on her retirement, of the organization's pension plan. The first woman Altec employee to become a recipient of a company pension is Elsie Gustafson, secretary to F. C. Dickel, Chicago division manager. She entered the service of Erpi, predecessor of Altec in 1928, as secretary to Frank Rogers, former Erpi central division manager. The occasion was marked by a series of gifts to the departing Altec employee, including a radio and record player, an album of long playing records, and several pieces of costume jewelry. A purse containing a money gift was included. Altec personnel present included F. C. Dickel, central division manager; branch managers C. G. Bosworth, R. C. Gray, and W. Wicks, and the company's engineering staff in the area.

David Wallerstein, B and K vice-president, was industry chairman for the Korean relief drive. . . . Bruce G. Freel opened his 450-car Northland Drive-In, Petosky, Mich. . . . Oral Ledbetter, Monon, Monon, Ind., was summering with his wife at the family farm.

Dallas

In Houston, Tex., City Health Officer Dr. F. K. Laurentz stated that he has recommended to the City Board of Health that an ordinance be passed banning re-use of plastic-rimmed 3-D viewers. He said there was no doubt that infections of the eye and skin can be transmitted, no matter how careful theatre owners are in sterilizing the glasses. R. J. O'Donnell, Interstate Theatres, vice-president, said, "I am intimately familiar with our sterilizing procedure, and we are confident our glasses do not carry disease germs." Invitations to examine and inspect the sterilizing process went out to city health officials, physicians, and others interested from both Homer McCallon, Loew's

State manager, and Al Lever, Interstate city manager.

The Alcazar, El Paso, Tex., was robbed of a small amount of concession stand items.

Hugh Gardner, former resident of Gainesville, Tex., and for many years engaged in the business at Neosho, Mo., died in a hospital there.

In Beaumont, Tex., W. S. Samuels, Lamar, has been going to town with specially edited programs and heralds, and getting results with such slogans, most of them illustrated, as "It takes 46 muscles to frown; it takes only 22 muscles to smile!"; "The Lamar Is The Fun Center of Beaumont"; "It's Fun At A Movie"; "Beaumont's Favorite Family Cooling and Entertainment Center," etc. This latter was illustrated with two cartoons, one showing a man sweating to death at his home TV and the other showing the family "beating the heat at the cool Lamar." Samuels also has been up and at 'em with his kids free when accompanied by parent stunt; his Country Store Night," illustrated with a cartoon of a Scotsman saying "Aye, an thrifty, too.", and special morning kiddie shows.

PETTICOAT PRATTLE — Dorothy Mealer, head booker, Ezell and Associates, reports her husband recuperating at Gaston Avenue Hospital after major surgery. . . . Rowley-United's newlyweds, Mr. and Mrs. Bill Cameron, returned from their vacation. . . . Mrs. William Quinn had husband Bill informing Film Row of the arrival of a little Irish colleen. Kelly Elaine Quinn weighed six pounds, 13 ounces when the stork visited Florence Nightingale Hospital. Mother was secretary to Paul Short, NSS. . . . Beverly Galleher, secretary to booker Johnny Howell, Rowley-United, is an accomplished tumbler-acrobat. When "Girl Crazy" was here, she had a part as a bathing beauty, and dived off a high board in the show. She and her sister Barbara, a national champion tumbler, make many appearances together. . . . Another farflung WOMPI contract is Verna Yacko, Association of Motion Picture Producers, Inc., Hollywood. Sue Benningfield, Texas COMPO, on the extension committee, has written her details of the Dallas club and its organization. . . . Polly Thomas, secretary to Harold Brooks, Leon Theatres' booker, is buying her silverware, but won't say why.

MEET THE OFFICERS — The old saying, "If you want something done, give it to the busiest person," fits Joyce Smith, secretary to J. O. Hill, Southwestern Theatre Equipment, for three-and-one-half years. Mrs. Smith handles dictation for Hill and several salesmen, answers two telephones, writes up purchase orders, files, and, in general, describes her work as "including everything but sweeping the floor." She finds time to be an active member of the board of directors of the Women Of The Motion Picture Industry, and was co-chairman to secure and schedule club members who helped with the disaster fund for Waco, Tex., and San Angelo,

Tex., over WRR. She is Mrs. Curtis Smith in private life, and adds several duties to her full program besides that of housewife and mother. She teaches, and is president of her Sunday school class, and is secretary to Boy Scout Troop 58 Mothers Club. Her 11-year-old son, Jimmie, is a member of the troop. At present, Mrs. Smith takes a sewing lesson one night a week to appreciate her latest birthday gift. Mrs. Smith is an ambassador of good will for Southwestern Theatre Equipment, and has the solid backing of Hill's cooperation in any enterprise she undertakes. Few people, accustomed to her quick, friendly smile, realize the 10-year battle she has waged against Hodgkins Disease, and her case is on file in Washington, D. C., for research work. At one time the doctors gave up, but she didn't! Maybe her red hair explains the vitality,

enthusiasm, and determination she brings to a busy schedule.

Variety Club backers greeted seven new members and heard a detailed report on the Boys' Ranch, which the forthcoming Turtle Derby on Sept. 5 will benefit, at the regular meeting. C. A. Dolsen opened the meeting, giving an account of incapacitated members. Fuller Stevens was reported pulling through a serious crisis; Nathan Brown was recovering from a serious operation; Harold Schwartz was in the hospital for a check-up; S. L. Oakley was reported improving, and Louis Charninsky is now able to have company. Dolsen then told about the "One Big Night" carnival on the Roof Garden of the Adolphus. Before introducing Al Reynolds, who reported on ranch activities, Dolsen urged all members to see the progress being made. The new large broiler house will be one of the finest and most complete in the country. The completion of these two large broiler houses and their operation and sale of broilers will begin to take a large burden off the shoulders of the club.

The L. W. Blaylock building received a shock when a car broke loose from the wrecker towing it, and rammed into the building. . . . Charles Brent is recuperating at his home in Tulsa, Okla., after hospitalization in Hillcrest Hospital, Tulsa. Brent, formerly of Dallas, sold his Yucca Drive-In, Santa Fe, N. M. . . . Mrs. Jimmie Gillespie is spending the summer at Whittier, Cal., visiting her daughter and granddaughter. Gillespie heads publicity for 20th-Fox here. . . . E. H. Rowley, president, Rowley-United, was in New York. . . . In for the trade screenings were Mrs. Delia Cole and sister, Bonham, Tex.; J. C. Chatmas and son, Marlin, Tex., and Mr. and Mrs. Henry Reeve, Menard, Tex. . . . Mr. and Mrs. J. L. Lutzer vacationed in California. . . . W. J. Chesher, Littlefield, Tex., was in, as was Robert E. Davis, Sherman, Tex. . . . Jack Zern, Altec, was in St. Louis.

The Central, Joaquin, Tex., was taken over by G. G. Harris from Richard McDaniel. . . . Jack Fallas and F. K. Hyden bought the Star, Conroe, Tex., from E. A. Bagley. . . . M. Mitchell reopened his Spann, Forney, Tex. . . . Mr. and Mrs. Walter Steadman were vacationing in Detroit. Steadman is office manager, National Screen Service. . . . Mrs. R. N. Smith, Mission, Tex., passed away at Holy Cross Hospital, Taos, N. M. Services were held in Mission, Tex. Her husband, a retired theatre owner, is well-known in industry circles and for many years operated theatres in Mission, Falfurrias, and Premont. . . . William Lewis, Capitan, is the first theatre owner on record in Dallas who installed 3-D, and then proceeded to have it removed.

Mr. and Mrs. Henry Reeve, Menard, Tex., were in. Reeve is past president, TOA. . . . WB office manager Robert Helms sells turtles for the Variety Club's Turtle Derby in a new way. About 10 weeks before the derby, he sends his secretary around, and the employees give 25 cents or 50 cents as they wish.

Then he buys turtles with the collection, and all winnings are divided on a pro rata basis.

Denver

Plans for a \$250,000 drive-in to be erected between Arvada and Wheat Ridge were announced by Homer Ellison, former Denver theatre owner. The way was cleared for the project when the Jefferson County Board of Commissioners voted to rezone for the purpose a 14-acre tract located at about 5200 Wadsworth Avenue. Ellison said several local independent theatre men would be associated with him in Homer Ellison Associates, soon to be incorporated to handle the enterprise. It is planned to have the 500-car outdoor theatre equipped for 3-D, and it will also accommodate 250 walk-ins. Ellison and his father, the late Homer E. Ellison, at one time operated 42 film houses in the Rocky Mountain empire. They sold their Curtis Street holdings to Paramount in 1924.

The fourth and last trip to Mexico City, with a tour to Acapulco, six days, all-expenses paid via Continental Air Lines was awarded as a "Bonus Night" award by seven Wolfberg theatres, the Paramount, Broadway, and the East, West, North, South, and Valley Drive-Ins.

The vacancy caused by the resignation of Hall Baetz as Denver city district manager for Fox Inter-Mountain has been filled by Frank H. Ricketson, Jr., president. He named Ray Davis, northern district manager, to the job. In addition to looking after the Denver theatres, Davis will also supervise theatres in Boulder, Longmont, and Fort Collins, all in northern Colorado. Tom Brennan, city manager, Cheyenne, Wyo., has been promoted to the managership of the northern district, which will now include the cities in Wyoming, Nebraska, and Sterling, Colo. Other promotions include moving Russell Berry from the city managership at Rock Springs, Wyo., to a similar post at Cheyenne; James Auten, city manager, Longmont, Colo., named city manager at Rock Springs; Al Bomossey, city manager, Rawlins, Wyo., to North Platte, Neb., to succeed A. C. Stalcup as city manager when Stalcup retires on Sept. 1; James Sutton, assistant city manager, Cheyenne, promoted to city manager at Rowlins, and Robert Demshki, assistant manager, Denver, Denver, city manager at Longmont.

Harold Wirthwein, Allied Artists western division manager, was conferring with C. J. Duer, branch manager. . . . Dick Ivy, who sold Inter-Mountain Film Exchange to Robert Patrick, is now buying and booking for the Ted Knox theatres. . . . Howard Pearl, United Artists publicity man, running the campaign on "Return to Paradise," prevailed on Governor Dan Thornton to proclaim a "Return To Paradise" week, coinciding with the showing of the film at the Denver and Esquire.

Frank Jenkins, Metro publicity man, went to Salt Lake City to pep up the campaign on "The Band Wagon." . . .

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Al Kolitz, RKO district manager, went to Chicago for a sales meeting. . . . Frank H. Ricketson, Jr., Fox Inter-Mountain Theatres president, and Mrs. Ricketson, went to Grand Lake, Colo., for a vacation.

Des Moines

Jerome B. Greenbaum, district manager, Central States Theatre Circuit, asked the Clinton, Ia., City Council to abolish a 15-cent per seat city tax levied on theatres. The tax, which yields \$227.85 yearly, has been in effect for 21 years. . . . Russell C. Fraser, former advertising and promotion director, Tri-States Theatre Corporation, has been named as manager, 4,200-seat KRNT radio theatre, succeeding Duane Peterson, resigned.

Glen Bender, formerly of Collins, Ia., reopened the Dayton, Dayton, Ia. . . . The State, Dubuque, Ia., has been sold to the Maclay and Yiannias Theatre Company, operator, Grand, Strand, and Avon, Dubuque. The State was owned and operated by the Jackson Theatre Company, Davenport, Ia., and the Central States Theatre Corporation. . . . Harold Sutphin, MGM booker, returned after illness. . . . Lu Hummell, salesman, Columbia, is reported to have suffered a relapse after an operation.

Kansas City

John Murphy appointed Maurice Druker, Providence, R. I., to replace the late Howard Burkhardt as manager, Loew's Midland.

William A. "Billy" Andlauer, 72, pioneer exhibitor, associated for many years with Paramount in the production of newsreels and sports films, died. . . . Hugh Gardner, pioneer exhibitor at Neosho, Mo., where he has recently operated two conventional theatres and a drive-in, died in Tulsa, Okla.

The five-member Kansas City board of appeal, by a majority vote, banned UA's "The Moon Is Blue." UA had appealed from the decision of the city's motion picture reviewer, which would have permitted the showing, but which would have required dialogue deletions.

Los Angeles

John Wolfberg's Imperial had its grand reopening with Gig Young, Mala Powers, Vera Ellen, and others present.

Milwaukee

Promotions involved Al Meskis, from the Egyptian to acting manager, Warner, during Harry MacDonald's absence. Tony Ubl, formerly Warner house manager, takes over the management of the Egyptian to replace Meskis. His assistant is Ellie Manski. The Warner house manager is Gerald Pierce, while Elaine Sgalio is treasurer. Bob Groenert will remain as Alhambra manager, with Bob Neu as assistant.

The Pardee, Pardeeville, Wis., owned by Mr. and Mrs. George V. Thompson, was to be sold at public auction.

Miss Marcia Henderson, in "Thunder Bay," was kept busy autographing in the Riverside lobby.

The new Showman's Guild, Inc., established about six months ago within the area covering Wisconsin and Upper Michigan, began its first fund-raising drive. Theatre owners will turn over the proceeds from a benefit to be shown at their theatres. Spearheaded by Harold J. Fitzgerald, president, Fox-Wisconsin Amusement, the Guild now has approximately 500 members. Employees are eligible when their employer pledges membership, and automatically qualify for benefits. The welfare committee expects to begin its job of screening needy applicants early in October.

The Variety Club, Tent 14, held its regular board meeting. The club will hold its annual golf party on Aug. 31 at the North Hill Country Club. Golf, cards, and prizes as well as door prizes will be awarded. Reservations may be made through bookers and salesmen.

Irene Preston, secretary to Harold Pearson, Wisconsin Allied, was vacationing. . . . Sam Levin, general manager, Drive-In Theatre Concession Company, New York, has been in remodeling the Blue Mound Drive-In, which will be finished in time for spring re-opening.

Leonard Gappa, formerly purchasing agent, Fox-Wisconsin, was killed in a plane crash. . . . Bob Baier, manager, Century, was inducted at Camp Crowder, Mo. He is the son of Walter A. Baier, Fort Theatres, Fort Atkinson, Wis.

Minneapolis

Sheldon Rubenstein, Charles Rubenstein, and Abe Kaplan reopened the neighborhood Arion, a northeast Minneapolis landmark since 1913. It had been operated for more than 20 years until last April by Minnesota Amusement Company. More than \$15,000 was spent in refurbishing the 900-seat theatre. On Saturdays, the theatre will show pictures approved for children. Tickets

will be distributed free through Central Avenue merchants.

All drive-ins, numbering close to 70, will take up collections for the Variety Heart Hospital on the University of Minnesota campus for one week beginning on Aug. 23. Art Anderson, northern prairie district manager, Warners, is committee chairman. . . . Lavonne Bucholdt is the new biller, Warners, replacing Grace Merle, who left to be married. . . . Sheldon Kliman, manager, Riviera, Hastings, Minn., was married to Gertrude Goltzman.

Harold Lundquist is the new assistant to division manager M. A. Levy at 20th-Fox. Lundquist formerly was salesman in northern Minnesota. . . . Pat Wagon is the new 20th-Fox booking clerk. . . . Catherine Falvery, branch manager's secretary, Columbia, vacationed in Oregon. . . . Ivan Fuldauer, MGM midwest press representative, was in. . . . U-I's Marcia Henderson, in "Thunder Bay," and Joel Robinson, in MGM's "The Band Wagon," were in.

Dan Rosenberg, RKO home office auditor, was in. . . . Recent out-of-town exhibitors on Film Row were Mrs. Van Tassel, Watertown, Minn.; Lawrence Fredricks, Waverly, Minn.; Clint Norene, Frederick, Wis., and Kenneth Thompson, who recently bought the State, Belgrade, Minn., from Grant Hatling. . . . Adolph Efshen, husband of Irene Efshen, National Screen Service, died.

Oklahoma City

Hank Robb, Dallas, owner, Admiral Drive-In, Tulsa, Okla., was in. . . . Robert Doll is the new owner, Royal, Helena, Okla. . . . Gerald Bullard is the new owner, Star, Morris, Okla. He reopened it on Aug. 14. . . . The Hull Brothers Booking Agency is doing the booking for the new Broken Arrow Drive-In, Broken Arrow, Okla.





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Harry Colborn, home office representative, Columbia, was in. . . Reggie Pappas, secretary to branch manager Weaver, Paramount, was vacationing.

Out-of-town exhibitors in were Bill Slepka, Crystal-Jewel, Okemah, Okla.; O. K. Kemp, Kemp-Victory, Poteau, Okla.; G. N. Walker, O. K. Newkirk, Okla.; Gerald Bullard, Star, Morris, Okla.; Lamar Guthrie, Rogue, Erick, Okla.; Lee Guthrie, Rogue, Wheeler, Tex.; Mr. and Mrs. Earl Rains, Rialto, Fort Cobb, Okla.; J. G. Hillirons, booker, Alamo-Franroy, Snyder, Okla.; J. E. Holt, Wigwam-Holt, Coalgate, Okla.; Woody Minor, Pix, Wewoka, Okla.; Mrs. L. H. Goerke, Grand, Canton, Okla.; Claude Thorp, Rietta Drive-In, Henrietta, Tex., and Gem, Ryan, Okla.; Bill Cleverdon, Ritz, Eldorado, Okla.; C. E. Ortman, Ortman, Hennessey, Okla.; Jane Adams, Ritz, Sulphur, Okla.; Carolyn Hopson, Fort, Fort Towson, Okla.; V. A. Wilkinson, Joy-Ritz, Comanche, Okla., Mrs. Walter White, Alex, Alex, Okla., and Wait Kerr, Platt, Sulphur, Okla.

Portland

The Dallas, Ore., Motor Vue Drive-In opened, operated by the Creek Corporation, Don Wernle, president. The spot has room for 400 cars. Wernle used to manage the Majestic and Rio at one time. . . . Frank Schulz is managing the Salem Drive-In, Salem, Ore., for 450 cars. . . . Another new drive-in is the Frontier Drive-In, Cave Junction, Ore., owned by W. B. Roberts and Larry Musil, M and R Theatres. . . . Mr. and Mrs. Wilfred Racine opened the Sundown Drive-In, Burns, Ore. . . . Stanley and Foster McSwain opened the Bay Drive-In, Coos Bay, Ore.

St. Louis

In Valley Park, Mo., funeral services were conducted for Charles Mound, owner, Park Mound, 46, died at the Sunset Sanitarium, Ellisville, Mo., after an illness of nine months. Mound and his brother, Fred Mound, took over the operation of the Park some 20 years ago, succeeding their father. Later, Fred Mound, went into other business so Charles Mound assumed entire responsibility for the management of the theatre.

Charles H. Warner, 86, a pioneer exhibitor of the area, died.

Frank Aaron Harrison, 31-year-old convict who had been released from the Leavenworth, Kans., federal penitentiary just the week before, was arrested immediately after he had held up the Ambassador for the second time in three days.

In Oran, Mo., the new Mark opened for business under the ownership of Bernard Tenkhoff. The theatre, which seats 400 persons, is located on the site of the old Heisserer mercantile building. Tenkhoff had been the projectionist for the old Majestic.

In Newton, Ill., the 300-car Fairview Drive-In has been equipped complete by National Theatre Supply, W. C. Earle,

manager. The drive-in is owned by C. B. Simmons, Cisne, Ill.

In Mexico, Mo., the Frisina Amusement Company's Little Dixie Drive-In received additional equipment for its playgrounds just in front of the big screen tower.

The Airway Drive-In, operated by the Midwest Drive-In Theatres Corporation, controlled by the Phillip Smith interests, Boston, became the first drive-in in St. Louis County to present a 3-D program. The big screen was coated with paint furnished by the McCarty Theatre Supply Company.

Arch Hosier, St. Louis Theatre Supply, was in New York City to attend the conference on RCA's new CinemaScope equipment at the Johnny Victor Theatre RCA Exhibit Hall.

Mrs. Grace Rodgers, Rodgers Theatre, Cairo, Ill., left for Florida to join her husband, I. W. Rodgers.

San Antonio

Julie Dorsey was in to stir up advance interest here in "The Band Wagon," Majestic. . . . Gilbert Pais replaced Felix Morin at Azteca.

The South Loop 13 Drive-In observed its third anniversary with a variety of prizes. There was also a special contest, with \$10 cash going to the patron drinking the most water. . . . Interstate Theatres are moving its offices from the third floor of the Majestic building to the mezzanine of the Aztec. . . . Frank Flores joined the staff of Clasa-Mohme. . . . Norman Schwartz, manager, Aztec, was on vacation.

John Christianson averted possible fire at the Dixie, Athens, Tex., when he discovered smoke and flames coming from the wiring in the neon sign above the entrance. Damage was slight. . . . Benito M. Silva, Mexico, Carrizo Springs, Tex., fully recovered from an operation. . . . Mrs. Gustavo Lavenant, wife of the owner, Haydee, Dilley, Tex., recuperated from surgery. . . . M. P. Pena, owner, Tropico, Premont, Tex., died.

Preston Smith, Lubbock, Tex., was telling about the weekly meetings of the 23 owners and managers of theatres and drive-ins there at the Caprock Hotel each Monday morning. . . . Screening time has been moved to 8 p. m. at the Wallace, Petersburg, Tex., by manager Clifton Newton for the summer. . . . An original Picasso from his own collection was recently exhibited by Eddie Fadal, manager, Coronet, Waco, Tex., in the lobby.

San Francisco

The Vacaville, Vacaville, Cal., closed because of disputed lease-ownership. The building is owned by Walter G. Preddy, and the question centers around who shall operate the theatre, Don Isabella, operating the house for 12 years, or L. E. Blair, exhibitor, Cloverdale, Cal. . . . The Patio, Half Moon Bay, Cal., owned by Harvey Hatch, closed. . . . U-I is being remodeled, redecorated,

and refurnished. . . . United-California Theatres booker Chan Carpenter was on sick leave. . . . Changes in Fox West Coast Theatres included Henry Pines, manager Fox, Redwood City, Cal., transferred to manager, California, San Jose, Cal., replacing Lloyd Howell, resigned. . . . Herbert Gunn, manager, Alisal, Salinas, resigned. Duncan Knowles, manager, Fox, there, is temporarily also managing the Alisal. . . . Glen Coffey, manager, Ritz, Hayward, Cal., resigned to become a policeman. Sol Bolnick, formerly of Golden State's Del Mar, San Leandro, Cal., replaced him. . . . Visitors were: B. B. Byard, Garberville, Cal.; William Jepson, El Cerrito, Cal.; Dan Tocchini, Sebastopol, Cal., and Fred Hatcher, Dos Palos, Cal.

Murry Lafayette, United Artists exploiteer, was in for "Vice Squad," Golden Gate. . . . Charles M. Pincus, Blumenfeld Theatres, Stockton, Cal., district manager, rented a mule to publicize "Francis Covers The Big Town," Esquire.

Seattle

Bob Warner, from Berlo Vending Company, Philadelphia, moved here to supervise the activities of Northwest Automatic Candy Company, also including the Portland area. The company is a subsidiary of ABC Vending Company. Warner, a veteran in the field, was accompanied by Ralph Pries, from Philadelphia, who was with him for a week to get him started.

Ed Cruca, Allied Artists branch manager, went to Chicago to attend a national sales meeting. . . . Oscar Chiniquy and Harry Plunkett, National Theatre Supply, were in Portland. . . . Buck Smith and Vito Cottone have taken a long term lease on the 900-seat Parkland, Parkland, Wash. Smith Enterprises will do the booking and buying. . . . Charles Rosemeyer has been named U-I salesman, replacing Harry Blatt, who recently passed away. . . . Jerome Perry, head artist, Sterling Theatres, was on vacation. . . . Bill Foreman, Foreman Drive-In Circuit, was up from Los Angeles. . . . Mr. and Mrs. E. A. Darby were over from Nachez, Wash., to watch the running of the Gold Cup from their boat, after which they cruised.

News from Evergreen was that Fifth Avenue manager Bob Turner was on vacation and that William Tedford, general manager, had returned from an Eastern vacation. . . . L. C. Tomlinson, Republic office manager, was on vacation. . . . National Screen Service added Harry Lewis, formerly with Favorite and Lippert, to the sales staff. . . . MGM fieldman Allen Wieder was around with the winners of the "Young Bess" contest. . . . Sammy Siegel, Columbia fieldman, was in Salt Lake City. . . . Dave Dunkle, Paramount eastern Washington salesman, was in. Frank Newman, president, Evergreen Theatres, was still in the hospital after suffering a heart attack. A planned party celebrating his 50th wedding anniversary was called off. . . . Harry Wall, Lewiston, Wash., was on the Row.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Away on business were Jay Goldberg, Realart branch manager, to Kentucky points; George A. Kirby, Republic branch manager, to Huntington, W. Va.; Milton Gurian, Allied Artists branch manager, to Welsh, W. Va.; Robert McNab, 20th-Fox branch manager, to Cleveland for a company meeting; Marie Donelson, Screen Classics, to Salem, Ind.; Vance Schwartz, president, Distinguished, to New York City; Allan Moritz, exhibitor, to Louisville, Ky., and Edward Salzberg, Screen Classics, to Michigan locations.

James Abrose, Warners' branch manager, Stanley Jacques, RKO branch manager, and a newspaper editor spent an enjoyable evening at nearby Coney Island selecting the winners among 37 entrants in an annual bathing beauty contest sponsored by the Sixth Street Business Men's Club.

Vacationing were Milton Gurian; Allied Artists branch manager, in Wisconsin; Selma Blachschleger, Realart executive, and Mitchell Blachschleger, UA salesman, in Miami Beach, Fla.; Catherine Mantley, MGM accounting department; James Levendusky, MGM booker; Nadine McCracken, Paramount secretary; Thomas Morris, 20th-Fox West Virginia salesman; Clara Siebler, U-I inspectress; Al Kolkmeier, U-I city salesman; Stuart Jacobson, U-I Kentucky salesman; Helen Fleming, Warners' clerk, and Ray Frisz, Chakeres Circuit, Springfield, O.

Exhibitors in were Dick Meyers, Chillicothe, O.; George Turlukis, Hamilton, O.; John R. Poe, Aberdeen, O.; Don Keesling and Goode Homes, Bramwell, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va.; James E. Denton, Owingsville, Ky., and Walter B. Hannan, South Shore, Ky.

Bob Wile, Columbus, O., executive secretary, ITO, and Mark Goldman, Cleveland, IFE district manager, conferred with Film Row executives on various matters.

The Variety Wives are selling chances on a car in the lobby of the Hotel Sheraton Gibson, where it is on display. The car will be awarded at the annual golf tournament of the Variety Club on Aug. 25 at the Kenwood Country Club.

Frank Schrieber, U-I branch manager, is the grandfather of a baby boy, his second grandson within three months. . . . Carl Gentzel, MGM salesman in Dayton, O., who has been ill for three months, returned to selling in his territory.

Pa. State Tax Group
Asks Financial Support

HARRISBURG, PA. — Pennsylvania state exhibitors are being asked to help defray the expenses of the recent campaign to pass the Waterhouse-Andrews Bill No. 1097, relieving theatres of the 10 per cent local tax. The measure lost out in the legislature, but it was through no fault of the industryites who handled it.

Charles R. Blatt, chairman, legislative committee, asks that exhibitors make a contribution if they have not already done so. The committee will again try once again to eliminate the tax.

In addition, the committee asks that exhibitors send their thanks to W. W. Waterhouse, Corry, Pa., and Hiram G. Andrews, Main Street, Johnston, Pa., for their valiant efforts on behalf of the measure. The schedule of rates for the tax action fund runs from \$10 for houses under 300 seats to \$50 for those over 1200 seats. The drive-in schedule runs from \$25 for under 400 cars to \$50 for over 700.

U-I office employees enjoyed a swimming party and picnic at the estate of Vance Schwartz. . . . Murray Baker, IFE territorial representative, and his wife, Margie, Tri-state Theatre Service booker and buyer, moved into their new home in suburban Covedale, O.

Cleveland

Lakewood, a suburb, repealed the three per cent local theatre admission tax. The tax, imposed on Oct. 1, 1947, affects three theatres, the Detroit, Hilliard Square, and Homestead. The annual total tax yield from these three theatres has averaged between \$5,000 and \$6,000, according to the Lakewood finance department. . . . Ben L. Ogdon, head, Ohio Theatre Supply, installed panoramic equipment in the Shaker and Fairmount. . . . Al Boudouris, Theatre Equipment

Theatres Receiving
Pa. Sales Tax Form

HARRISBURG, PA. — Theatres throughout Pennsylvania last week began receiving applications for certificates of registration for the sales and use tax which goes into effect on Sept. 1. Each theatre must fill out the forms.

On or about Sept. 15, the Certificate of Registration and Authority will be received together with report forms for collections for September and October.

These must reach the Department of Revenue on or before Nov. 20. Meanwhile, the trade was waiting for an official ruling regarding the one per cent tax on rental of films.

It is believed that films will be exempt, but nothing official has been handed down.

If they aren't exempt, the exhibitor will have to pay one per cent tax on all film rentals.

Company, Toledo, O., applied for a patent for his special paint for drive-in screens.

Edward Ramsey, Plymouth Drive-In, and Plymouth, Plymouth, O., refuses to say whether his coat of tan is result of golf or working at his outdoor theatre.

"The Greatest Show On Earth," with one performance a night at regular admissions with children admitted free, did very well at Herbert Ochs' Canadian drive-ins.

Bernie Rubin, head, Imperial, now has two 3-D pictures for release, "Robot Monster" and "Hannah Lee." . . . Anne Walker, Columbia booker, returned from

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a vacation. . . Evelyn Friedl, Community Circuit, is another returned vacationer.

Sanford Leavitt, Washington Circuit, will shortly join the parade to Shaker Heights, having just bought a new home on Lindholm Road. . . Carl Scheuch, Monogram booker, announces the birth of a second son to his daughter, Mrs. Phyllis Olson, in Van Nuys, Cal. . . Jack Fine is now managing the Union Square.

Jerry Kerner, who has been in and out of the business during the past several years, is again out of it. He resigned as MGM booker to enter another field. . . RKO has a new student booker, Zelda Cutler, a sister of Eddie Cutler, who rejoined the RKO booking department after a trial visit in Florida. . . Johnny Sabat, RKO head booker, was vacationing at home, while the RKO branch manager spent his vacation in his former stamping ground in Toronto, Canada.

Blair Mooney, president, Academy Film Service, attended the NANA convention in Chicago. . . The Home, Youngstown, O., changed hands when G. A. George took it over from Kalmen Erdeky.

The new fall season was launched by Loew's Theatres with the presentation of "The Band Wagon."

Molly Ludwig, manager, Jerry Steel's Apollo, Oberlin, O., paid one of her infrequent visits to the various exchanges.

The Toledo Drive-In, Toledo, O., under the management of George Smith, is holding early morning Sunday church services under the sponsorship of the Lutheran Men's League of Greater Toledo. Attendance has averaged about 250 persons weekly, and has reached a high of 415.

As part of the continuing campaign for 20th-Fox's "The Robe," Higbee's Department Store distributed to its charge account customers 200,000 leaflets crediting the picture.

Richard Todd, star of Walt Disney's "The Sword And The Rose," Palace, was in for radio, TV, and press interviews.

Detroit

Charles Dietz, MGM press representative, was in New York for a vacation and on business.

Two locals in the area reelected E. Clyde Adler, longtime president, Michigan Alliance, IATSE, to top office. Local 38, stagehands local, reelected him as business representative, and Studio Mechanics Local 812 reelected him as president.

Booking changes find Jack Herbert moving to Paramount and Bob Bryson taking his post at U-I. The latter had left the business after having been connected with exhibition and distribution.

Now occupying new quarters at 504 Donovan building is Clark Theatre Service, servicing about 40 houses. William Clark handles the operation. A new addition is Ed Purcell, formerly with Cooperative Theatres.

Twenty-five British air training cadets visiting in Birmingham, Mich., saw their first drive-in when they attended the Oak, Royal Oak. . . Alice Gorham, United Detroit Theatres, returned from the first half of her vacation. . . The Pontiac, Mich., Drive-In, had the first outdoor 3-D in Michigan when "Fort Ti" opened. Manager is Elton Samuels.

United Detroit Theatres announced that the Madison will stay open till 6 a.m. Opening time remains at 10:45 a.m. . . The Sunset Drive-In, east of Lapeer, Mich., lost \$700 to thieves.

Indianapolis

Albert R. Blocher, 53, a buyer for the G and M Management Corporation, was found shot fatally after he left the U-I screening room during a private showing of a new picture. Police said Blocher's death apparently was suicide. The body was found in a cloakroom at U-I by projectionist Harold C. Braun, Sr. A 22 calibre pistol was clutched in his hand. The fatal shot mingled with the sound of shooting on the screen in the auditorium where his wife, Mrs. Mary Blocher, and other guests were watching the film, and did not attract the attention of the audience. Mrs. Blocher did not know of her husband's death until the picture ended 20 minutes later, and she stepped into the hallway. Braun told police he had stepped from the projection room and heard the shot from the cloakroom at the far end of the hallway. He rushed into the cloak room, and found Blocher on the floor, a bullet wound in his head. Blocher was dead when Braun reached him.

Tom Dillon, formerly with Columbia, joined the sales group at Republic. . . Mat Scheidler, Hartford, Hartford City, Ind., was spending his vacation with wife and family at Lake James. . . The Elnora, Elnora, Ind., operated by James Ricketts and wife, will open on Sept. 9 with two changes a week. . . Gus Heinrich, office manager, Republic, and wife were fishing in the lake regions of Michigan. . . Clyde Brant, Virginia, Terre Haute, Ind., is reported in poor health, and is leaving for northern Minnesota to get relief.

Billie Florence Kett, 20th-Fox, was vacationing with her daughter at Mackinac Island. . . Branch manager R. L. Conn, 20th-Fox, moved his family from Des Moines to Indianapolis. . . Mr. and Mrs. William Kalafatof, York, Cherebusco, Ind., were vacationing in Texas. . . Del Buckley, coming from the Montreal, Canada, RKO office, is the new office manager-head booker at Columbia. . . The Mars, Mars Hill, Ind., operated by George Andrickkos, reopened. . . Manager Foster Gauker, MGM, will attend the branch managers' convention in Hollywood on Aug. 28. . . Dorothy Robinson, Paramount

booker, was released from St. Francis Hospital after a minor operation. . . Mike Murphy, Victory, Huntingburg, Ind., is reported to have suffered his third heart attack.

Allied Theatre Owners of Indiana, Inc., reported 20 Indianapolis neighborhood houses closed since Jan. 1. . . Edwin R. Bigley, new United Artists branch manager, sold "Shoot First" and "The Neanderthal Man" first-run to four drive-ins. . . Loew's and the Indiana are shifting back to Thursday openings after giving Friday a try.

Jack Archer, genial manager, Ger-Bar Equipment, returned after spending two weeks fishing at Hawyard, Wis. He has photos to prove it.

Exhibitors seen on Film Row were: Harry Van Noy, Van Noy, Middletown, Ind.; E. L. Ornstein, Ornstein Circuit, Louisville, Ky.; Don LeBrun, Kent, Smith Whitney, Ind., and Earl Payne, Switow Circuit, Louisville, Ky.

Pittsburgh

Rocky Serrao opened his new drive-in outside of Ford City, Pa., . . . Film Row was unhappy as a result of President Eisenhower's action in letting the Mason Bill go to a "pocket veto." In Pennsylvania, exhibitors generally carry the added burden of a 10 per cent local tax in many situations throughout the state, and the feeling is that to have to carry this load along with the 20 per cent federal tax is just too much to bear, and that the result can only be wholesale closing of theatres. Another small item to be added to the woes of the men is that some of the distributors have been informed by their home offices to set up a one per cent sales tax charge on film rentals effective on Sept. 1, the date on which the recently passed state sales tax becomes effective.

Mr. and Mrs. Guy Ida, Grand, McDonald, Pa., returned from a trip to Italy to vacation and visit relatives. . . Louis Aaron, who, for several years, was associated with the Orpheum, Clarion, Pa., has been in Korea since March, 1952. He arrived back on July 26, and was due to return to his managerial duties at the Orpheum. The theatre will immediately revert to full-time operation.

At the regular monthly meeting of the board of directors of Allied, it reluctantly accepted the resignation of executive secretary Richard P. Morgan. Morgan has not announced any immediate plans, but states that he will go to Thousand Island Park, N. Y., for a short vacation with his family before making any definite announcement.

The Harmar Drive-In, operated by Associated Drive-Ins at Harmarville, Pa., was completely flooded in a terrific storm. Both George and Ernie Stern were rushing through a clean-up job. Gabe Rudin's Silver Lake Drive-In was also flooded, but it is understood that the extent of water damage was not nearly as great as it was at the Harmar.

NEWS OF THE

Territory

Boston
Crosstown

A meeting of leading business men, industryites, and members of the Variety Club of New England was held with the Boston Red Sox officials in the Fenway Park quarters of Thomas Yawkey to spur the ticket-selling for the \$100-a-plate dinner to Ted Williams, with the entire receipts going to the 1953 Jimmy Fund drive. William S. Koster, executive director, Variety Club of New England, who was instrumental in spearheading the dinner, announced that Ed Sullivan had consented to come on to be toastmaster; that The Coca Cola Company was sending on Morton Downey for entertainment; that Al Sternburg, brother of exhibitor Bob Sternburg, had donated the liquor for the cocktail party before the dinner; that Hy Teich, well-known printer for the industry, had donated the programs, with Storrs and Bement Company, paper manufacturers donating the paper; that the radio and TV time was all donated by the stations and that the dinner would be telecast nationally over ABC-TV from 9 to 10 p. m.; that the Variety Club was donating the scroll and citation to be presented to Williams, and that last, but by no means least, the entire dinner tab at the Hotel Statler would be signed by a man who wishes to remain anonymous, thus affording a clear \$100 per person to go to the "Jimmy Fund." Attending this meeting, also, were Martin J. Mullin, and Joe Cronin, co-chairmen; Rudolph King, state chairman; Bernie Baldwin, Chamber of Commerce; Harry Browning and Jack Saef, publicists; Paul Provandie, Boston Ad Club; Bill Cantor, Kiwanis Club; John Donnelly, billboard advertising; Joe Lindsay, alcoholic beverages; Louis Kleven, New England Shoe; Curt Gowdy, radio and TV announcer; Victor Jones, The Boston Globe, Peter Tully, press secretary to Governor Herter; Linus Travers, WNAC, and Larry Woodall, Red Sox publicist.

Three Hollywood stars arrived for the usual press and radio interviews in three successive days. First, Richard Todd, starring in Walt Disney's "The Sword And The Rose," was introduced to the press at a luncheon at the Ritz Carlton Hotel, and also made radio and TV interviews. His film opened at the Keith Memorial. The next day, Merv Griffin, starring in "So This Is Love," was introduced to the press by Art Moger, WB publicist, at a cocktail party at the Hotel Statler. His film opened at the Metropolitan. The following day, Paramount sent Audrey Hepburn here to meet the press and for radio interviews, where she was introduced at a luncheon at the Sheraton Plaza. "Roman Holiday" is set for the Metropolitan following the run of "So This Is Love."

Industry Shocked
By Levenson Passing

BOSTON — The trade was shocked by the death of Leon Levenson, 47, chairman, concessions committee, Theatre Owners of America, and head, theatre concessions, American Theatres Corporation, who died suddenly on Aug. 11.

A veteran in the field, he was a graduate of Harvard University, Class of 1928, and nationally known because of his work in the concessions field.

He is survived by his widow and one brother.

William S. Canning, publicity head, Yamins Theatres, and Mrs. Canning were vacationing at Kennebunkport, Me. . . . Hy Fine and Bob Sternburg, New England Theatres, were spending some time on a golfing vacation.

Mrs. Doris Mollica, who operates the Opera House, Lebanon, N. H., for the Lebanon Improvement Association, has had her projection booth enlarged to accommodate 3-D, wide-screen, and CinemaScope. The installation is being put in by Massachusetts Theatre Equipment and Altec. It includes Century projectors and "Academy Award" sound, Altec stereophonic sound, Strong "Mighty 90" arc lamps, Robin-Arc selenium rectifiers, and a new Raytone-Thompson all-purpose screen.

Charles Hurley, manager, Phillips, Springfield, Mass., Rifkin Circuit, discovered that there are three sets of twins working for him. Letitia and Pattie Groves, Claire and Nancy Trumbley, and Joan and Jonnie Vinard are the twins. Hurley, an ardent baseball fan, is planning an exciting vacation. He will accompany his cousin, Eddie Hurley, an American League baseball umpire, in a swing around the western circuit.

The newspaper friends of the late Helen Eager, who, for many years, was the drama and film editor on The Boston Traveler, formed a committee to establish the Helen Eager Fellowship at the Childrens Cancer Research Foundation. Drama editors on each newspaper are distributing simple white envelopes throughout the Boston newspapers. They are imprinted "Give to Jimmy for Helen" with "Childrens Cancer Research Foundation" also printed at the bottom. All the receipts will go to the "Jimmy Fund" to establish a \$2500 Helen Eager Fellowship.

Marshall Carleton's small-town theatre in Yarmouth, Me., has assumed glamorous proportions due to the fact that Bette Davis and her husband, Gary Merrill, who are summering in that area, are frequent visitors to the theatre, where they slip in quietly and just as quietly slip out. However, it doesn't take long for townspeople to spread the word around.

Sidney Michaels, a graduate of Tufts College and the son of Max Michaels, veteran managing director, Old Howard,

received word that his play, a comedy, "The Three-Toed Pony," has been accepted for a pre-Broadway presentation at the Berkshire Playhouse, Stockbridge, Mass., with Fay Bainter starred and Romney Brent featured. Michaels has been attracting attention in this city ever since his undergraduate days at Tufts, where several of his plays, notably "Darkness And Dawn" and "Stones On Carna Lecca," were produced.

The Trans-Lux is conducting a contest in which the winner is to receive an all-expense tour to New York City. Contestants must complete the sentence, "Why I Like To Go To The Movies." It will end on Sept. 3, with the judges the film critics. David Kaplan, manager, says that there has been enthusiasm for the contest.

The campaign on "Mission Over Korea," as set up by Jack Markle, Columbia press agent, and "Red" King, publicist, RKO Theatres, had an unusual angle. Free admissions to the theatre were given to each person who donated a pint of blood at either the Red Cross building or the Charlestown Navy Yard. The latter spot appealed to a swarm of sailors as the destroyer, The USS Sullivans, was in dock. They also tied up the Aviation Training School and the Logan Airport to commemorate 50 years of air power in the form of an essay contest. The winner of the best letter, "Why I Liked 'Mission Over Korea'," receives a scholarship at the school for one year with the promise of an aviation job when finished. The next 50 contestants are to receive copies of a book "Flight." The boys set up exhibits in the lobby of the theatre, the RKO Boston, for army recruiting, the Red Cross, and the Logan Airport Expansion Committee displays, as well as another from the National Guard. There was also another exhibit at the Boston Public Library of model planes starting with 50 years ago. Disc jockeys were all given records of the song in the film, "Gomen-Nasai." There was also a tie-in with the American-Korean Relief Committee by having a street ballyhoo "jungle fighter," who handed out cards reading "I'm on my way to see 'Mission Over Korea' at the Keith Boston. Please help the American-Korean Relief Fund."

William S. Canning, veteran theatreman, Fall River, Mass., who is public relations head for the Yamins Theatres, was honored along with Ellis Gifford with the "Man and Boy Award" of the Boys Club of Fall River. The presentation was made at the annual "Parents Night." Canning, on the club's board of directors and a member of the executive committee and the camping committee, was given the award for his campaigns over the years. From an industry point of view, this award was richly deserved by Canning, who has always been ready and willing to lend the facilities of the Yamins Theatres, or to help in any way he could, in any cause benefitting the youngsters. He has also headed many fund-raising campaigns in civic enterprises over the years. Recently, he was made a member

of the board of management of Fall River's Sesqui-Centennial Exhibition Week, when he and exhibitor Norman Zalkind were named by Mayor Kane to serve on the committee for the 150th anniversary of the founding of the city.

Film District

The strike involving three unions in the Springfield, Mass.; Rhode Island, and Connecticut areas and the Interstate Trucking Company resulted in the utmost in cooperation among the Boston exchange bookers, exhibitors, and American Railway Express so that every theatre in the striking area had a new show over the weekend. Officials of the trucking company and the unions were negotiating for an agreement. The unions were demanding more money and fewer working hours. The Boston area was not touched by the disagreement, and Film Exchange Transfer Company could deliver into Worcester, Mass., and Providence, R. I., but Railway Express or the Peter Pan buses must pick up from those points on. Boston bookers were drawing up charts and schedules to relay or channel film prints from one theatre to another or from one town to another, urging each exhibitor to have the responsibility of delivering his used print to a certain spot, either a theatre or a town, and asking him to pick up his new print at another point perhaps 10 miles away on the other side of his town. The exhibitors obeyed the requests. Film Exchange Transfer drivers were also most willing to go out of their regular routes to deliver or pick up prints when the emergency arose.

Joe Mansfield, new crew haircut and all, is back at United Artists after attending the premiere of "I, The Jury" in Norfolk, Va., where he helped on the campaign and the personal appearances of Biff Elliot, the star and Mickey Spillaine, the author. Mansfield was working on the New England premiere of "Return To Paradise," Astor. Charles Barron, UA home office, came on to help.

Nat "One-Shot" Ross, who has been under observation at the Pratt Diagnostic Hospital for a stomach ailment, went under the surgeon's knife, and will be confined for several weeks.

The industry extends sympathy to Bill Kumins, Warner salesman, in the death of his father, Louis Kumins, Brighton, Mass., and to Billy Hutchinson, head shipper, Film Exchange Transfer, in the death of his mother.

Irving Saver, New England district manager, Alexander Film Company, and the youngest district manager in the company, returned from a combination vacation and business trip in which he covered theatre situations. With Mrs. Saver, he journeyed as far south as Pat Perri's Westerly, R. I., Drive-In, as far north as Don McNally's Derbyport, Vt., Drive-In, as far west as the drive-ins around the Burlington, Vt., area, and as far east as the Bar Harbor-Ellsworth, Me., section and the Ellsworth, Me., Drive-In of Samuel Nyer. The Savers

now have three children, Michael, 9½, summering at Camp Wanaweta in the same cabin with Ricky Eisner, son of Ned Eisner, Quaker Drive-In, Uxbridge, Mass.; Susan, four, and the baby, Steven, born on Jan. 31 of this year.

Lyman O. Seeley's' Manley office reports the following new installations: an Aristocrat machine at Frank LePage's Millinocket, Millinocket, Me.; an Aristocrat model at the newly-leased Fitchburg, Fitchburg, Mass., and a Super Stadium model at the Norton Drive-In, Norton Mills, Vt., for owner John Klinefelter.

The two Regal boys, Eddie Ruff and Mac Farber, planned their vacations so that when Eddie and Mrs. Ruff returned from two weeks spent at Cape Cod, the Farbers immediately dash off to the Balsams, New Hampshire.

New Haven Crosstown

Manager Morris Rosenthal and assistant Charlie Gaudino, Loew's Poli, following their fine promotional work for "The Band Wagon," planned publicity for "From Here To Eternity." . . . Rae Gatto, Poli office secretary, returned from a vacation. . . . Charles Gaudino, Loew's Poli, and his wife, Jacqueline, headed towards Mexico City for their vacation. . . . The Lincoln re-opens for the new season on or about Sept. 2. . . . Bernie Goffin, Crown manager, was a vacationist. . . . John McGrail, U-I publicist, was assisting Jim Darby, Paramount manager, with tieups for "Thunder Bay." A mechanical oil derrick was set in one of the windows at the closed Gamble-Desmond's store. . . . Projectionists on vacations included Tony Casella, Roger Sherman; Charles Esten, Westville; Lou Lavorgna, Commodore Hull, and Ralph Noble, Bowl Drive-In. . . . Domenic Cusanelli's wife, Paramount, was a hospital patient.

Franklin Ferguson, Whalley, went up to Cape Cod with his family. Ferguson is also assisting the North Haven Fair Association as director of publicity and industrial fair space. . . . Columbia's "Cruisin' Down The River" and "Let's Do It Again" were shown first-run in five neighborhoods and one drive-in. The Crown, Whalley, Rivoli, Dixwell, Whitney, and Post Drive-In. . . . Manager H. Cohn, Dixwell, spent his vacation seeing the wide-screens in his travels to Pennsylvania, New Jersey, Massachusetts, and Cape Cod. . . . Barbara Ruick received plenty of newspaper space for "The Band Wagon," Poli, when she made personal appearances in Elm City.

Meadow Street

The annual Motion Picture Theatre Owners of Connecticut golf tournament at the Raceland Country Club, Orange, on Aug. 18 was due to have a representative group of golfers and non-golfers. The windup was a dinner at which Herman M. Levy, just back from England, was toastmaster. George H. Wilkinson, Jr., and Albert M. Pickus were co-chairmen, and others

of the exhibitor committee included James Bracken, James Darby, Ted Jacobs, and Harry F. Shaw. The distributor committee included Ben Simon and Henry Germaine. Joe Carroll kept the scores and the handicapping in order, while the fellow taking pictures, was George Weber. . . . One of the best openings for any drive-in was that which the Manchester Drive-In, Bolton Notch, had on Aug. 5. The 515-car spaces were filled. Among the exchange folk in the crowd on opening night were branch managers Sid Cooper, United Artists; Henry Germaine, Paramount; Barney Pitkin, RKO; Phil Gravitz, Metro; Sam Germaine, 20th-Fox; Max Birnbaum, Warners; Alex Schiml, U-I, and others.

Circuits Stanley-Warner

The Stanley Warner Tri-state area meeting of managers was set for Aug. 20 at the Waverly Inn, Cheshire, with the theatremen coming from Connecticut, Eastern New York, and Massachusetts. . . . In addition to the zone officials and the branch managers, coming in from New York are Si Fabian, Sam Rosen, Harry Kalmine, and Harry Goldberg.

Loew Poli

The "New Movie Jubilee" full pages of publicity and tieup ads were nicely set in New Haven, Bridgeport, and Hartford. . . . Harry Rose, Majestic, Bridgeport, broke a full page of co-op. ads for "The Band Wagon" in The Herald. . . . Paul Klinger, Poli, Waterbury, was a Lewiston, Va., vacationist. . . . Wide-screens were being installed in the Poli, Norwich, and College, New Haven. . . . Bob Bergin, assistant Poli, Worcester, Mass., was a vacationist. . . . Charlotte Sitzen was a vacationist. . . . Miss Dolores Menders, selected as "National Teen Queen," inspired by the showing of MGM's "Young Bess," received publicity for Norwich and manager Joe Boyle, Loew's Poli.

Variety Club Tent 31, New Haven

Among those who went up to Narragansett, R. I., Race Track for the Variety Club of New England event were the following: Sam Wasserman, John Pavone, H. Germaine, George Weber, Bridgie Weber, Colonel Lip Wheeler, Jack Halprin, Chief Paul Heinz, Bob Hoffman, Sam Rosen, Barney Pitkin, Malcolm Pitkin, Sam Germaine, and others. . . . Johnny Addie, ringmaster of ceremonies for all bouts in Madison Square Garden and other metropolitan boxing arenas, notified the Variety Tent boxing show committee that he would be glad to be guest announcer at the second annual boxing show at the West Haven Municipal Stadium on Aug. 24. Charley Brown, matchmaker, also announced that he was lining up a top-flight boxing show, headlined by Don Lambert and Jackie Harris. . . . Sam Germaine, chairman, ticket committee, reported that tickets were moving well for The Register Fresh Air Fund benefit show.

NEWS OF THE

Territory

New York City
Crosstown

Celebrating a double-barreled event, 21 years with United Artists and his 30th wedding anniversary, Samuel Cohen, foreign publicity director, left with his wife for a combined business-vacation trip to Europe.

J. Raymond Bell, Columbia executive, has been elected a member of the board of directors of the New York chapter, Public Relations Society of America. He has also been named to head the eligibility and membership committees of that organization.

Ruth Kaiser, WB branch manager's secretary, was visited by two of her nephews, Captain Herbert Goodman, a doctor just returned from Germany, and Robert Gerber, a doctor in the navy, who heads a navy hospital in Arizona.

The mother of David T. Katz, managing director, Roxy, passed away in Toldeo, O.

Bernie Brooks, Fabian Circuit executive, had a birthday, and four days later his son also celebrated his natal day.

Twentieth Century-Fox held a special demonstration of CinemaScope for 200 members of the Associated Blind. . . . An audience of civic and military dignitaries and personalities of screen, stage, television, and radio, as well as newspaper publishers and representatives participated in the invitational American premiere at the Fine Arts of U-I's "The Cruel Sea."

Samuel Schneider, WB vice-president, accompanied by his wife, sailed for London. Schneider will visit the company's offices on the Continent.

Gotham Broadcasting Corporation, a new firm headed by J. Elroy McCaw, has made an agreement for the purchase of WINS from Crosley Broadcasting Corporation. Charles P. Skouras, president, National Theatres, is the second largest stockholder in Gotham Broadcasting, and the third major stockholder is Jack Keating. The sale, subject to a Federal Communications Commission okeh, calls for a purchase price of \$450,000 in cash.

Winners of the fifth week of the Century Theatres operation drive were: Brooklyn district, first, Avalon, Edgar Bernhardt, manager; Anthony Oristano, assistant; second, Albemarle, Morris Libman, manager; Maurice Allen, assistant; third, Marine, Robert Albino, manager, and Albert Bagrash, assistant, and Long Island district, first, Prospect, Melvin Aronson, manager; Frank Fontana, assistant; second, Shore,

Richard Tretler, manager; Arthur Felton, assistant; third, Queens, Bernard Seiden, manager, and assistant, Ronald Maggi. A consolation prize went to the Argo, Long Island district, James Murray, manager, and Carl Schroeder, assistant.

The army and air force recruiting stations in the Bronx cooperated with Skouras Theatres in celebrating "Bronx Recruiting Service Week." Through the cooperation of Alfred Loewenthal, manager, David Marcus, all service men and women in uniform were admitted free as guests on opening day of "Recruiting Week," and recruiting sergeants were on duty in the lobby.

INTERBORO — Booker Marian Smith weekended at Shwanga Lodge. . . . Five Boro office manager Martha Leibold is taking her vacation two days at a time. . . . Company executive Elias Bloomgarden is returning from Italy. . . . Bookkeeper Frieda Lewinter was away at Monticello vacationing with her family. . . . Secretary Estelle Stern was back from a vacation trip to the south. . . . Assistant purchasing agent Loretta Harnik got her engagement ring. His name is Martin Corwin. . . . Comptroller Benjamin Goldman vacationed at Pittsfield, Mass.

J. J. THEATRES — Buyer-booker Harold Klein was taking advantage of Loon Lakes breezes. . . . Receptionist Ceil Gerstel vacationed. . . . On the sick list was assistant bookkeeper Bernice Goldberg. . . . Secretary Estelle Lampel is ready for her Paris trip, where she will visit with her family.

ISLAND CIRCUIT — Vacation time called Sid Klein, booker, and Morty Lightstone away from their desks. The latter, a film buyer, spent it at Long Beach. . . . Secretary Judie Dallek is making plans for her October wedding to TV man Larry Feller.

SHEA THEATRES — President Gerald Shea was back from a tour of the New England theatres. . . . Six theatres already have their wide-screens installed, two more will get them shortly, and two months later six more theatres equipped.

Carol Ehmer, receptionist, Rugoff and Becker, weekended at Atlantic City.

Adele M. Johnston, assistant, Paramount's home office publicity department, will be married to William Duffy on Oct. 3.

Macklin Marrow, 53, composer-conductor and music director, MGM Records, died in New York Hospital following a long illness. During World War II, Marrow was music director of the overseas branch of the OWI.

RKO's 86th Street was robbed of more than \$6,000 by a holdup man who forced Irving Gold, manager, to open the safe. Two aides, who entered the office at the time, were forced to lie on the floor with Gold.

New Jersey
Newark

L. J. Patton, eastern division manager, Altec Service Corporation, called a meeting of branch managers and field personnel at division headquarters. In attendance were branch manager G. M. Pinckney; C. A. McCork, Philadelphia, and D. M. Cole, Washington, D. C., together with D. S. McLean and J. T. Eves, newly appointed Altec field representatives in the eastern division.

New York State
Albany

Richard M. Westebbe, whose father is Max Westebbe, RKO branch head, was awarded a Fullbright Fellowship at the Higher Institute of Economics in Rotterdam, The Netherlands, for 1953-54, and is dad proud.

Ben Smith, who recently was feted by industry friends at a luncheon in Keeler's Restaurant prior to his permanent departure, with Mrs. Smith, for St. John, New Brunswick, Canada, wrote that he was starting work for MGM on Sept. 1. Smith, a salesman for various companies in the Albany district for a quarter of a century and previously an employee in the Paramount home offices, advised that "It's really cool in St. John."

The Knickerbocker News placed a three-column caption over a story that Jack Goldberg, Metro resident manager, would fly to the coast to attend an international conference of MGM sales executives.

The Strand has a new Magic Mirror screen.

The Menands Drive-In scheduled a five-candle birthday for Aug. 15, with giant fireworks and a festive cake. Joe Miller, long-time Columbia branch manager in Albany and Buffalo, is a partner in the theatre with Carl Roupp and Bill Thompson, owners, adjoining Menands Raceway.

The hegira of Stanley Warner men from Albany, Troy, and Utica to New Haven for the annual zone meeting will take place on Aug. 20. Si H. Fabian, new president of the circuit; Samuel Rosen, his brother-in-law, and vice-president; Harry Kalmine, general manager, and Harry Feinstein, New Haven zone chief, are scheduled to speak.

The Schine interests' radio picture cleared when Stephen R. Rintoul, new manager, WPTR, announced that the 50,000-watt station would join the Mutual Broadcasting System on Aug. 30. It had been assumed in Albany broadcasting circles that the engagement by J. Myer Schine, Patroon Broadcasting Company president, of Rintoul to head up the operation, after Rintoul's WXKW left the air, indicated WPTR would effect an affiliation with the American Broadcasting Company. However, WROW, a Mutual outlet since 1947, snared that.

Buffalo

A Non-Partisan Show Business Committee for Elmer Lux for mayor was organized at a luncheon in the Sheraton Hotel. Jack Mundstuk, branch manager, MGM, was elected chairman. Plans were discussed for a get-together party to be held at the Variety Club on Aug. 24 from 4 to 6 p. m. The following committees were formed: distributor, Dave Miller, chairman, and Charles Kosco and Jack Chinell, co-chairmen; exhibitor, Stanley Kozanowski, chairman, and Arthur Bailey and George Gammel, co-chairmen; music and radio, Murray Whiteman, chairman; arrangements, Chris Pope; theatre supply dealers, Manford Pickerel; publicity, Edward Meade, chairman, and Charles B. Taylor, William Brereton, Earl Hubbard, and Jerry Westergren, and tickets, Mundstuk and Meade. Other committee members in attendance included Herbert Gaines, Harold Bennett, David Leff, Harry Berkson, Lewis Lieser, Leon Herman, Nate Dickman, Nat Marcus, George Mackenna, Robert Murphy, Sam Yellen, George Sussman, and Stanley Kositsky. The women's auxiliary of the Variety Club will form committees to work in cooperation with the general show business committee. Lux, president, Elmart Theatres, Inc., is at present president, City Council, and is campaigning for the Democratic nomination for Mayor in the primaries to be held on Sept. 15.

Bill Carroll, Shea Theatres publicity department, was busy setting dandy window displays in music and record shops for MGM's "The Band Wagon," Shea's Buffalo. For the first time, local radio jockeys are being given an opportunity to compete for cash prizes themselves, in addition to offering awards to listeners, done by MGM, in cooperation with Eddie Meade and Carl Rindcen, Shea's Buffalo. Bob Wells, Jack Eno and Tap Taplin, WEBR, are vieing in an effort to drum up interest.

Harold N. Reid and Ted Snell opened S and R Film Laboratories and are ready to turn out trailers for theatres. . . . Les Brown and his orchestra appeared at the Mancuso Batavia. . . . A series of Sunday morning services is being held in the Skyway Niagara Drive-In. The outdoor service was offered by manager William Brett to the Trinity Methodist Church. . . . Audrey Wagner, cashier, AA, is the proud grandmother of a new baby boy born to her daughter, Mrs. Helene Connelly. . . . Howard McPherson, salesman, AA, was spending three weeks at the Albany office during the absence of the Albany office manager, on his annual vacation.

Stanley Kositsky, UA branch manager, returned from a visit to the Albany branch. . . . Beatrice Bolt, biller, Columbia, returned from her vacation. . . . Congrad Gruza, office manager, UA, was on his annual vacation.

Mr. and Mrs. George Gammel, Gammel Circuit, sold their home, and are now apartment hunting. . . . Minna Zachem,

EYEING THE**Exchanges**

NEW YORK — The 20th-Fox Family Club had its 20th annual outing when employees of the home office and exchange took a cruise to Bear Mountain.

REPUBLIC — Two more little feet are prancing around the home of New York booker Dave Bass and wife, Janice. Little Robert made his first appearance at Mount Sinai Hospital on Aug. 4, the day before brother Allen celebrated his fifth year. . . . Chrys Blionas, 16mm. booker, and Sylvia Hiller, switchboard operator, were back suntanned. . . . Cashier Ed Brindley was on his annual. . . . Contract clerk Myra Lerner week-ended.

20TH-FOX — Assistant branch manager Alex Arnswalder returned from his vacation. . . . Switchboard operator Ruth Bechtold was at the seashore with the family. . . . Inspectress Rose Holland was on her respite. . . . Martha Kafka moved up to percentage clerk. . . . Carol Biller is new in the accounting department. . . . Salesman Mike Nuzzola went two days without a cigarette.

MGM — Contract clerk Barbara Schwartz's brother was in an auto accident. . . . Booker's assistant Dick Feinstein had a seashore weekend. . . . Johnny Cunniff, booker, returned after illness. . . . Birthday greetings went to office assistant Marvin Rochelle. . . . William Kiernan, booker, was back.

U-I — Booker Harvey Reinstein seems to be winning a new T shirt each weekend in basketball matches at Tamarach Lodge. . . . Away on vacation were salesman Harold Rosen, biller Goldie Tucker, auditor Harry Tissot, and Alice Messick, bookkeeper. Returned were booker Jimmy Davidson and secretary Mina Heitel.

COLUMBIA — Typist Frances Taylor showed some stills of her dance group. . . . Birthday congrats went to clerk Gloria Goodwin. . . . Two weeks at

booker, Lieser, returned from a vacation.

Harold C. Murphy, manager, Cinema, with the help of an alert friend recovered his convertible auto, which was stolen from a lot on Main Street. His friend was driving around when he saw a youth driving Murphy's missing auto. He followed, and telephoned his friend. Murphy eventually collared the suspect and two female companions. "I grabbed the guy's wallet so at least I would know who he was if he got away," Murphy declared. "I told him to keep his hands on the steering wheel, or else. Then I went to a store, and called the police."

Arthur Krolich, district manager, Buffalo Paramount Theatres, announced that the Center is now ready for any development. A new screen, 25 by 42 feet, has been installed.

—NEDRA GRAY

Atlantic City was set for cashier Cliff Pierce. . . . Abe Cohen left after 18 years. . . . Accounting clerk Norman Rubin and his music makers have been booking many engagements. . . . Accounting clerk Camille Patti heard that her Joe was in a Korean hospital with battle injuries.

WARNERS — The vacation list included: Parry Strow, shipper; Elizabeth Shea, inspectress; Frank Morall, night inspector; Shiela Greenwald, booking clerk; New York salesman Leo Jacoby, and Shirley Levy, Long Island and upstate booker. . . . Leatrice Rosendorf, bookkeeping machine operator, was back. . . . Biller Bernice Kaplinsky, cashier clerk Ruth Feldman, and contract clerk Viola Guillan were recovering from illnesses.

RKO — Retiring branch manager Phil Hodes received a camera as a memento at the luncheon in his honor. . . . Bud Giles, boxoffice clerk, was at Windham with his Irish colleen and family. . . . Edith Feig left. . . . Philis Friedman was at Green Mansions. . . . Salesman Herman Siverman had a visit from his wife and two daughters. . . . A sun tan marked returned switchboard operator June Jacobson.

UNITED ARTISTS — Myron Starr has taken over as office manager, filling the vacancy left by retired Ed Mullen. . . . Typist June Hill reports that she and her friends were lost in the Palisades for hours.

PARAMOUNT — Sales manager Jack E. Perley was among the 58 employees who received Schwalberg Merit Awards for their extra efforts. Myron Sattler also was mentioned. . . . Two new additions include Carol Davidson, secretary to the office manager, and Eileen Freedenthal, accounting department. . . . Ledger clerk Bill Monahan and secretary Marylin Haas left.

RAMBLIN' 'ROUND — Phil Greenspan, film buyer, AB-PT home office, resigned to go back to law practice. . . . Bell's Sid Kulick was back from upstate. . . . Allied Artists switchboard girl Terry Testa was planning her vacation.

—J. A. D.

Saratoga

Jerome Fuller unveiled Spa Drive-In, one-and-a-half miles north of Saratoga on the road to Corinth. Its capacity is around 450 cars. Fuller had been associated with the operation of the Dix Drive-In, Glens Falls.

Schenectady

Fabian's Plaza was the victim of vandals who did an estimated \$1,000 in damage during a showing of "Fort Ti." The performance was interrupted for 20 minutes while seven policemen searched for the culprits.

Seneca Falls

Duane Marks, manager, Schine's Strand, had a tieup with American Red Cross swimming classes on "Dangerous When Wet," winding up with a beauty contest.

Philadelphia Film Men Mourn Rubin's Passing

PHILADELPHIA — A pall fell over the local industry on Aug. 12 when word of the death of Herman Rubin, 59, Paramount city salesman, reached his many friends.

One of the most popular of the distribution fraternity, Rubin was generally well liked, and he will be missed on the local scene. A veteran employee of Paramount, he had been with the company 27 years.

He died in Einstein Medical Center, Northern Division, after a lengthy illness, during which he underwent surgery several times.

A member of both Variety Club, Tent 13, and Motion Picture Associates, he is survived by his widow and his two sons. He was also a member of Equity Lodge 591, Masonic Order, and the F. D. and I. S. Clair Post 27, American Legion. Funeral services were held at Rosenberg's Funeral Parlors, with burial at Roosevelt Cemetery.

NEWS OF THE

Territory

Philadelphia Crosstown

The trade was pleased to hear that Bob Warner has been moved out to Seattle to take over the direction of the Northwest Automatic Candy Company, a subsidiary of ABC Vending Company, and also including the Portland territory. Warner had been with Berlo Vending Company since he left National Theatre Supply. Ralph Pries was out in Seattle with him for a week to get him started.

Paul Klieman, Pearl, has a motor truck three and six-sheet float he is anxious to sell. Get in touch with him at the theatre.

The Ace was robbed of \$400 by burglars who forced an entrance via a rear exit, and smashed a small safe, which they removed from an office to the rear of the theatre.

The defendants in Percy Friedman's Yeadon, Yeadon, Pa., anti-trust suit against ABC-Paramount Theatres Corporation, et al., in U. S. District Court were given an extension of time in which they are required to answer.

Charles Judge, Trans Lux manager, has been on vacation. . . . The Boyd closed in preparation for the coming of Cinerama in October. . . . Sam Cummins is handling the booking and buying for the World. . . . William Goldberg was holding the fort at the Studio while Bill Kanefsky went on vacation. . . . The SW screening room finally unveiled its 3-D setup, and it was quite good. . . . SW zone chief Ted Schlanger was ill with a virus for a spell.



James A. Michener, left, author, UA's "Return To Paradise," was recently presented a framed print of Independence Hall by City Representative Walter M. Phillips in the mayor's reception room as part of the film's opening festivities at the Midtown. Michener is an outstanding Delaware Valley resident. UA field representative Max Miller and Manny Friedman, manager, Midtown, made all of the arrangements.

Vine Street

Arnold Strulson, 20th-Fox New Jersey and Delaware salesman, became the proud father of a baby girl. To celebrate he handed out candy and cigarettes.

Hella Bilber, cashier, Box Office Attractions, was vacationing in New London, Conn.

Mort Magill, UA branch manager, was on vacation. . . . Mrs. Ann Lutz, Warners head inspectress, was on her annual time off. . . . Paul McGowan, Warners booking department, and his

Philly Exhibitors Rally To Aid Beilan Drive

PHILADELPHIA — What promises to be one of the most popular distribution drives opens on Aug. 30 when WB celebrates the "Charles Beilan Drive" as a tribute to the local branch manager.

The push for business and dates extends until Jan. 1, and it is certain to get the cooperation of all exhibitors who have known Beilan for years, and who have always found him to be a square shooter.

Recently elevated to the post of branch head following several years as local sales chief, Beilan can get into the prize money if his office lands in the high position in the push. Local exhibitors are expected to give his drive the best possible cooperation.

wife were vacationing. . . . His many friends were glad to hear that Harry Blumberg, Blumberg Brothers, was recuperating at home.

U-I salesman Francis Charles was reported recovering nicely at his Boston home, and was expected back within a fortnight. . . . Mary McKenna, U-I contract clerk, left to enter a convent of the Order of St. Joseph. . . . New at U-I is Mrs. Anne Hill, ledger clerk. Joe Azzarano, office manager at U-I, is happy in his new post.

Mrs. Shirley Duglin, 20th-Fox branch manager's secretary, was on vacation, as was Francis X. Kelly, booker. . . . Florence Resnick, 20th-Fox secretary, had the grippe.

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Jack Engel, manager, Superior Theatre Equipment, was back from the Omaha Ballantyne Company demonstration enthused over the clear definition the new lens gives over the entire surface of wide-screens. He says exhibitors certainly have something to look forward to in the Ballantyne package.

Paramount's Howard Minsky is enthused over the business "Arrowhead"

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**Pa. State Tax Group
Asks Financial Support**

HARRISBURG, PA. — Pennsylvania state exhibitors are being asked to help defray the expenses of the recent campaign to pass the Waterhouse-Andrews Bill No. 1097, relieving theatres of the 10 per cent local tax. The measure lost out in the legislature, but it was through no fault of the industryites who handled it.

Charles R. Blatt, chairman, legislative committee, asks that exhibitors make a contribution if they have not already done so. The committee again will try to eliminate the tax.

In addition, the committee asks that exhibitors send their thanks to W. W. Waterhouse, Corry, Pa., and Hiram G. Andrews, Main Street, Johnston, Pa., for their valiant efforts on behalf of the measure. The schedule of rates for the tax action fund runs from \$10 for houses under 300 seats to \$50 for those over 1200 seats. The drive-in schedule runs from \$25 for under 400 cars to \$50 for over 700.

has been doing. . . . Bill Mansell, WB district manager, was out in his territory.

**District of Columbia
Washington**

Sam Wheeler is now distributing Jam Handy product.

Metro producer Herman Hoffman was in for a sneak preview of "Take The High Ground." . . . Mr. and Mrs. Ellis M. Doll, Barton, Barton, Md., are moving to Florida. Mrs. Doll's brother, Olin Thrush, Liberty, Keyser, W. Va., will book, buy, and supervise the Barton situation.

Ben Seigel, formerly of Theatre Advertising, left for an extended trip through the west. He will try to locate in Arizona or Nevada because of the climate. Mrs. Seigel and son will remain here until he finds a location.

John B. McCullough, MPAA technical service director, inspected the exchanges. . . . Phil Berler, E. M. Loew Circuit, was in from Boston to book and buy for the Mount Vernon Open Air, Alexandria, Va., and the Governor Ritchie Open Air, Glenburnie, Md. . . . Bob Johnson, Mechanicsville Drive-In, Richmond, Va., visited.

Harry Vogelstein has taken over the booking and buying for the Horn, Baltimore, Md. . . . George Daransoll, Crest, Baltimore, Md., made one of his infrequent visits to the exchanges. . . . Bill Brizendine, Schwaber Circuit, Baltimore, Md., was in town booking, as he and Mrs. Brizendine are taking off for a Floridian vacation.

COLUMBIA — After screening "From Here To Eternity," division manager Sam Galanty was thrilled. . . . Sid Zins, exploiter, was vacationing in Indiana. . . . Laura Schwartz, biller, was re-furnishing her home. . . . Marty Kutner, salesman, has his parents visiting him. . . . Harold Goldstein, booker, and Helen

Walker, contract clerk, were out ill. . . . Walter Donahue, booker, took a trip to Philadelphia to visit.

P. F. Rosian, U-I division manager, visited and accompanied branch manager Joe Gins on a trip to Baltimore, Md. . . . Max Cohen, Minerva films, moved into his new apartment at the Dorchester House. . . . Harley Davidson and family moved into a new home in Arlington Forest, Va. He has Independent Theatre Service.

EQUITY — Salesman Sampson Pike returned from a vacation in Paris, France, where he visited the family of Mrs. Pike. . . . Mr. and Mrs. Bernie Mills were visiting from New York. . . . The local office is getting ready to release the 3-D, Technicolor "Hannah Lee."

Laynie Payne and T. I. Martin, Pitts Circuit, were in meeting with Curtis Hildebrand, local head booker for the Pitts-Roth houses. They were joined later by Roy Richardson, Suffolk, Va., zone manager. . . . Seymour Stone will hold down the fort while Curtis Hildebrand takes a vacation at his summer home at Cobb Island, Md.

METRO — Anna Ridgely, cashier, returned from a New England vacation. . . . Joe Kronman, office manager, was vacationing with his family in Wildwood, N. J. . . . Edith Hislop, assistant manager's secretary, was vacationing in Canada. . . . Jeannette Richmond, the offices's newest bride, is fast becoming acclimated to her new household duties. Her husband is surviving her cooking.

Clark Davis, District Theatres' major domo, was holding meetings with area managers. . . . Mollie Maniere, Paramount ledger clerk, was tendered a cake and cards on her birthday by the office. . . . Alice Robrecht, Paramount ledger clerk, was on vacation.

Ask Gus Lynch, Schine Circuit zone manager, to tell the "charade story." . . . George Nathan, National Screen Service salesman, was taking a trip through the Tobacco Belt.

**Theatres Must Fill Out
States Sales Tax Forms**

HARRISBURG, PA. — Theatres throughout Pennsylvania last week began receiving applications for certificates of registration for the sales and use tax which goes into effect on Sept. 1.

Each theatre must fill out the forms. On or about Sept. 15, the Certificate of Registration and Authority will be received together with report forms for collections for September and October. These must reach the Department of Revenue on or before Nov. 20.

Meanwhile, the trade was waiting for an official ruling regarding the one per cent tax on rental of films. It is believed that films will be exempt, but nothing official has been handed down.

If they aren't exempt, the exhibitor will have to pay one per cent on all film rentals.

VARIETY CLUB—The ladies luncheon, the kickoff for the 1953 welfare awards drive, was a success. Hostess was Mrs. Sara S. Young, chairman, women's committee. Close to 170 women were present. . . . The general membership meeting was held at the Willard Hotel. An award of a pair of binoculars was given to Harry Gorin, associate member, who sold close to \$700 worth of subscriptions in advance of the welfare awards drive. . . . Members were saddened to learn of the death of Mrs. Helen Brylawski, mother of Barkers A. Julian and Fulton Brylawski. "Muzzy," as she was known to everyone in Washington, used to walk off with the Variety Club's prize to the oldest mother each year at the Mothers' Day luncheons. . . . Chief Barker Victor J. Orsinger will be on the "Freedom U.S.A." program over WTOP on Aug. 23 at 5:30 p.m. to tell of the work of the Variety Club. . . . All club members are invited to be the guests of the Motion Picture and Television Council of the District of Columbia at the first fall meeting on Sept. 11 at 10:30 a.m. at 819 16th Street, N.W. Guest speaker will be Arthur H. DeBra, director of community relations, Motion Picture Association of America.

WARNERS — Marjorie Kidd, typist, became Mrs. Bill Olsen. He is in the navy. . . . Booker Cliff Reed and family were visiting Mrs. Reed's family in Maine while on vacation. . . . Clara Jeter, assistant cashier, was vacationing in Ocean Grove, N. J.

AA—Judy Chen, student booker, was on a New York vacation. . . . Salesman Harold Levy was taking a swing through the Clinch Valley. . . . Branch manager Milt Lipsner's father was in town on a visit.

Seen booking were: Irwin Cohen, New Essex, Essex, Md.; George Walker, Garman Circuit, Baltimore, Md.; Walter Gettinger, Howard, Baltimore; Barry Goldman and Henry Hornstein, Garver Playhouse, Baltimore; Sam Mellits, Dentonia, Denton, Md.; Will Zell, Star, Annapolis, Md., and Louis Bachrach and Herman Habee, Palace, Winchester, Va.
—FREDDIE S.

**Delaware
Wilmington**

Sylvan Shaiwitz, manager, Crest, Woodcrest, Del., was vacationing. . . . Catherine Gebhart, Crest, Woodcrest, Del., announced her engagement. . . . Louise Haefele, Crest, Woodcrest, Del., and her husband were planning a December visit to Germany, Switzerland, and Italy. . . . Mrs. John Koczak, wife of the manager, Earle, New Castle, Del., and the youngsters were on a vacation trip to Virginia.

Bill Doerflinger, manager, Playhouse, was vacationing. . . . B. Jacqueline Phillips, S-W Ritz, was acting manager, Ritz, while Earl G. Finney, manager, was vacationing. . . . Harriet E. Rose, has been 20 years with S-W Theatres, having worked at the Savoy, Arcadia, Grand, and currently the Ritz. . . . Bernard S. Peck is new at the S-W Ritz. . . . G. Earl Smith, manager, Queen and Arcadia, was looking forward to his vacation.



Among eastern district executives present at the recent RKO sales meet in New York City were, left to right, Barney Pitkin, Nw Haven branch manager; Joseph Brecheen, Washington, D. C., branch manager; Hatton Taylor, Boston branch manager; Milton Platt, assistant eastern division manager; David Silverman, Pittsburgh branch manager; Robert Folliard, eastern district manager, and Charles Zagrans, Philadelphia branch manager.

Bill Lewis, Strand, Gettysburg, Pa., was due in to take over during Smith's absence, with Kenneth Drake, Arcadia, assisting. . . . Smith arranged for Don Taylor to make a personal appearance with "Stalag 17," while Taylor was in the area for a stage show at the Robin Hood, Arden, Del.
—H. L. S.

**Maryland
Baltimore**

Stanley Baker, general manager, Hicks Circuit, left for a trip to Canada and Niagara Falls. . . . Willard Fagin is now relief manager at the Mayfair.

Clyde Young, steward, Variety Club, returned from a vacation. . . . Durkee Enterprises is opening a new art theatre in Annapolis, Md., to be named the Playhouse and seating approximately 450 patrons.

Donald Kirkley, film critic, The Sun, makes sure he gets the proper view of 3-D pictures. He has special Polaroid glasses made by his optician from a prescription for his regular, everyday spectacles at a cost of \$40. The Sun paid the bill.

Ferdinand H. Wolf, Alpha manager, returned from a holiday. . . . Samuel



Tom Ewell, star, "The Seven Year Itch," who took time out recently to visit Philadelphia on behalf of the Council of the Living Theatre and "Main Street To Broadway," released by MGM, is seen at a luncheon at the Warwick Hotel for newspaper and radio representatives with Mrs. Bernard L. Herman, chairman.

Isaacson, Stanley chief projectionist, was vacationing.

"The Moon Is Blue," having been banned for showing in Maryland, was reexamined by the State Board of Motion Picture Censors. Chairman Sidney R. Traub promised Franklin G. Allen, attorney for United Artists, to render a decision in the near future. It was a fourth viewing for Traub and a third for Mrs. Maude B. Dorrence, board member. Walter S. Ringler, remaining

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board member, saw it at the reviewing for the first time. —G. B.

Hagerstown

Projectionist William Troup, Maryland, returned to work following an operation. . . . Mrs. Mildred McQuigg, cashier, Maryland, was away from work a few weeks. . . . John Hersh, assistant manager, Maryland, returned from a vacation. . . . George N. Payette, Jr., city manager, Stanley Warner, returned from vacation. . . . Roth Theatre Company, Washington, assumed operation of the two Martinsburg, W. Va., theatres, the Apollo and Strand. Lou Kusner, former general manager in Martinsburg, was transferred to Frederick, Md.

Leonardtwn

Blondes were invited in to see "Gentlemen Prefer Blondes," Plaza, Lexington Park, Md., to help plug the picture.

Pennsylvania Allentown

The city's first full stage panoramic screen, three times normal size, was put to use for the first time with the showing of "The Band Wagon."

A U-I crew spent a week filming scenes for a new short featuring the Hess Brothers Fashion Caravan. Arthur Cohen, supervised the production. Starlets Charlotte Winston and Jean Lamont played leads, supported by Hess Brothers models and four models of the Walter Thornton Agency. The 10-minute film, tentatively titled "The Wheel of Fashion," is scheduled for showing in late November.

Dushore

The Dushore Drive-In, owned by George Gatta, opened on Aug. 8. Complete Motiograph equipment for 300 cars was furnished and installed by Vincent M. Tate Theatre Equipment, Forty Fort, Wilkes-Barre, Pa.

Harrisburg

A large new wide-screen was installed in the Senate. The screen measures 36 feet in length by 18 feet in height.

Russell Carlson, Elton, Steelton, Pa., vacationed. . . . D. S. Blosser, manager, Hill, Camp Hill, Pa., "got away from it all" on a motor trip to Canada. . . . Dr. Samuel Goldstein has had a new Walker wide-screen installed in his Paxtang, Paxtang, Pa. . . . Spike Todorov, assistant manager, State, and family were on a vacation trip. . . . Sam Finkel, artist, Uptown, constructed an eye-catching cutout for the showing of the first 3-D film in the neighborhood house. It fits against the boxoffice, and can be used over and over again.

Reading

The trade was shocked by the sudden death of Paul Esterly, 56, manager, Strand, and son-in-law of "Doc" Schad. The deceased passed away following a heart attack.

A farewell party was given by theatre men at the Mountain Springs Association in honor of Larry Levy, manager,



This flash front was one of the high spots of the sock campaign for the recent opening of "The Charge At Feather River" at Stanley Warner's Warner, Reading, Pa. The campaign was planned by A. J. Vanni, zone chief and Birk Binnard, manager. Shown with the NSS 3-D viewers are Helen Bortz, assistant manager, and Binnard.

Loew's, transferred to Providence, R. I., where he will direct affairs at Loew's State. He was gifted with a monogrammed leather traveling bag. Among those present were Lester Stallman, Birk Binnard, Paul E. Glase, Paul Easterly, Manny Rosenberg, Harry Friedland, Eugene Plank, Howard Whittle, and George Gross.

Paul E. Glase, manager, Embassy, invited eight Reading and Berks County men who had been prisoners of war in "Stalag 17," prison camp in Germany, to be his guests at the showing at the Embassy.

Bob Diem, new manager, Loew's Colonial, used a miniature band wagon, drawn by two Shetland ponies, to publicize "The Band Wagon."

C. G. Keeney, veteran theatrical manager turned booking agent, celebrated his 72nd birthday anniversary.

Managers here are hoping for relief from some of their parking worries through appointment by Mayor James B. Bamford of an authority to plan parking lots to be financed by merchants in the central city district.

Scranton

Joseph Pyle, field representative, Altec Service Corporation, attached to the company's eastern division office at Newark, N. J., died in Wilkes Barre, Pa. Pyle, a member of the Altec organization for 20 years, had recently been elevated from field engineer to field representative. He made his home here.

Virginia Norton

Among three businesses robbed was the Koltown, which suffered a loss of \$40.

Richmond

The Virginia Division of Motion Picture Censorship denied that UA's "The Moon Is Blue" has been banned from state showing. The board has not definitely passed nor rejected the film, it was said by a spokesman, who added that the picture does not fall into any of the categories which would contribute to its rejection on legal grounds.



In Winchester, Va., Herbert Bennin, Washington branch manager, MGM, recently served as a member of the welcoming committee at the 25th annual Shenandoah Apple Blossom Festival. Pictured above is Bennin, left, welcoming General James A. Van Fleet upon his arrival at the distinguished guests' stag luncheon.

George Peters, manager, Loew's, has been appointed committee chairman for the forthcoming Community Fund drive. . . . Lou Golding, Fabian division manager, was a visitor. . . . Bernice Alley, State, spent part of her vacation visiting the beach, as did Gordon Culley, assistant manager, State. . . . Allen Brown, Westover manager, took his family down to the Great Smokies on his vacation. . . . James Cofer is the projectionist at the new Glen Drive-In. . . . William Fox, projectionists' business agent, went with a group of friends fishing at Irvington, and they all had good luck.

Carl Moore, Bellevue manager, went up to Lynchburg to relieve Craig Cousins, Isis, manager, on vacation, with Margaret Terrell helping out at the Bellevue. . . . Walter Joyner, NTI relief manager, went down the river for two weeks. . . . Bernard Linkous is the new assistant manager, Grand. . . . George Schools was transferred from the Brookland to manage the Venus, when Frank Morgan was sent to the Grand. Richard Kilgore, Grand assistant, was transferred to the Brookland.

Louis Hass is the new assistant manager, under Charles Hulbert, at Fabian's Colonial. . . . Kitty Thorpe, Colonial and National, returned from the hospital. . . . Louise Hosford is new at the Colonial. . . . Harry Jarvis, Colonial, spent his vacation at Buckroe Beach. . . . Tom Rayfield, former manager, Capitol, and now managing the Carib, Miami Beach, Fla., spent his vacation visiting his mother and father. . . . Prospero Arcaro reopened his Lenox after closing for July.

— S. T.

Variety Club Tent 13, Philadelphia

Harold D. Cohen and Bernard Seidman are co-chairmen of the club's annual golf tournament and dinner dance, to be held on Oct. 2 at the Llanerch Country Club. Plans call for many prizes for tourney winners, a dinner, music by a top band, a gin rummy tourney, etc. Entrance fee is \$13.50, with an additional charge of \$6.50 for the ladies.

RING AROUND THE CLOCK—(High Time)—Patricia Mangana, Nando Bruna, Laura Gazzalo—Pleasant comedy for the art houses—88m.—see June 3 issue—(Italian-made)—(English titles)—(IFA).

SO LITTLE TIME—D—Maria Schell, Marius Garing, Barbara Mullen—High rating for the art houses—88m.—see Aug. 26 issue—(English-made)—(MacDonald).

TRAGIC LOVERS, THE—D—Elli Lambeti, Nicos Hadjisos Athanasia Moustaka—Routine war melodrama—102m.—see Feb. 11 issue—(Greek-made)—(No English titles)—(Georgiades).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Table header for The Shorts Parade: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section

Columbia Two Reel COMEDIES ASSORTED AND ALL-STAR (12) 5411 (Sept. 11) Hooked And Rooked (Clyde) F 16 1/2m. 3392

Table header for JOLLY FROLICS (6) (Technicolor): Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section

5501 (Sept. 25) Pete Hothead F 7m. 3402 5502 (Nov. 27) Madeline E 7m. 3418 5503 (Mar. 26) Little Boy With A Big Horn E 7m. 3490

5801 (Sept. 25) Hunter's Holiday G 9m. 3404 5802 (Oct. 30) Flying Skates G 9 1/2m. 3426 5803 (Nov. 20) Rasslin' Mat-Adors F 10m. 3435

Table header for MGM One Reel CARTOONS (16) (Technicolor): Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section

W-431 (Sept. 6) Pushbutton Kitty (T-J) G 7m. 3379 W-432 (Sept. 27) Caballero Droopy F 7m. 3379 W-433 (Oct. 18) Cruise Cat (T-J) G 7m. 3387

Paramount Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor) FF12-7 (Apr. 4) Little Witch G 18m. 3375

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for CASPER CARTOONS, GRANTLAND RICE SPORTLIGHTS, HERMAN AND KATNIP, KARTUNES, NOVELTOONS, PACEMAKERS, POPEYE CARTOONS, POPEYE CHAMPIONS, TOPPERS, RKO, EDGAR KENNEDY REISSUES, GIL LAMB COMEDIES, LEON ERROL REISSUES.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for MUSICAL REVIEWS, NEWLYWED COMEDIES, PEOPLE AND PLACES, SPECIALS, SPORT SPECIALS, TECHNICOLOR SPECIALS, TRUE-LIFE ADVENTURES, SCREENLINERS, SPORTSCOPES, WALT DISNEY CARTOONS, ADVENTURES IN MUSIC CARTOONS, Republic, SPECIALS, SERIALS.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for (1953-54), THIS WORLD OF OURS, (1952-53), 20th Century-Fox ART FILMS, LEW LEHR RE-RELEASES, (1953-54), SEE IT HAPPEN, SPORTS, (Reissues), (1953-54), TERRYTOONS, (Technicolor), (Reissues), (Re-releases).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes entries for (1952-53) (26) and various titles like 'Mighty Mouse In A Soapy Opera'.

United Artists

Table listing United Artists releases, including 'MEDAL OF HONOR (4)' and 'SPECIAL (3-D and 2-D)'.

Universal-International

Table listing Universal-International releases, including 'MUSICAL FEATURETTES (13)', 'SPECIALS', and 'THE EARTH AND ITS PEOPLE (13)'.

Table listing releases from Warner Bros., including 'One Reel COLOR PARADES (8)', 'VARIETY VIEWS (8)', and 'WALTER LANTZ CARTUNES (13)'.

Warners

Table listing Warners releases, including 'Two Reel SPECIALS (8)' and 'CLASSICS OF THE SCREEN (6)'.

BLUE RIBBON HIT PARADES (13)

Table listing Blue Ribbon Hit Parades releases, including 'A Feud There Was' and 'Daffy Doodles'.

BUGS BUNNY SPECIALS (8)

Table listing Bugs Bunny Specials releases, including 'Rabbit Seasoning' and 'Bully For Bugs'.

JOE McDOAKES COMEDIES (6)

Table listing Joe McDoakes Comedies releases, including 'So You're Going To the Dentist' and 'So You Want To Be A Musician'.

MELODY MASTER BANDS (6)

Table listing Melody Master Bands releases, including 'Freddie Fisher And Band' and 'Junior Jive Bombers'.

MERRIE MELODIES (22)

Table listing Merrie Melodies releases, including 'Mousewarming' and 'The Egg-cited Rooster'.

Table listing various releases, including 'Tom-Tom Tomcat', 'Wild Over You', and 'Duck Dodgers In The 24 1/2th Century'.

THE SPORTS PARADE (10)

Table listing The Sports Parade releases, including 'They Fly Through The Air' and 'Unfamiliar Sports'.

VITAPHONE NOVELTIES (7)

Table listing Vitaphone Novelties releases, including 'Ain't Rio Grande' and 'No Adults Allowed'.

Miscellaneous

Table listing miscellaneous releases, including 'A Is For Atom (Color)', 'Antarctic Whale Hunt', and 'Art Survives The Times'.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS	
JULY The Maze R. Carlson, V. Hurst, K. Emery (3-D) Northern Patrol K. Grant, Chinook	JULY Let's Do It Again J. Wyman, R. Milland, A. Ray (Technicolor) The Last Posse B. Crawford, W. Hendrix, J. Derek Flame Of Calcutta D. Darcel, P. Knowles (Technicolor) Pack Train G. Autry, S. Burnette, G. Davis	JULY The Great Jesse James Raid W. Parker, B. Payton, T. Neal, W. Ford (AnascoColor) Eyes Of The Jungle J. Hall, A. Lewis	JULY Dangerous When Wet E. Williams, F. Lamas, J. Carson (Technicolor) Main Street To Broadway T. Bankhead, H. Fonda Lili L. Caron, M. Ferrer (Technicolor) Ride, Vaquero R. Taylor, A. Gardner, H. Keel (AnascoColor)	JULY Stalag 17 W. Holden, D. Taylor, O. Preminger Houdini T. Curtis, J. Leigh, T. Thatcher (Technicolor)	JULY Second Chance L. Darnell, R. Mitchum, J. Palance (Technicolor) (3-D) Devil's Canyon D. Robertson, V. Mayo, A. Hunnicutt (Technicolor) (3-D) Tarzan And The She Devil L. Barker, J. Mackenzie, The Sea Around Us Documentary (Technicolor) Merry Mirthquakes Liberace	JULY Sweethearts On Parade R. Middleton, L. Norman, E. Christy (Tricolor)	JULY White Witch Doctor S. Hayward R. Mitchum, W. Slezak (Technicolor) The Glory Brigade V. Mature, A. Moore, G. Mitchell The Farmer Takes A Wife B. Grable, D. Robertson, T. Ritter (Technicolor) The Kid From Left Field D. Dailey, A. Bancroft Kiss Of Death Road House (Reissues)	JULY Return To Paradise G. Cooper (Technicolor) Vice Squad E. G. Robinson P. Goddard (Lesser) Gun Belt G. Montgomery, (Technicolor) (Global) Fort Algiers Y. DeCarlo (Ermolieff) The Moon Is Blue W. Holden, D. Niven (Preminger-Herbert) My Heart Goes Crazy S. Field, G. Gynt (English-made) (Ruggles)	JULY Francis Covers The Big Town D. O'Connor, N. Guild All I Desire B. Stanwyck, L. Nelson, R. Carlson The Great Sioux Uprising J. Chandler, L. Bettger, F. Domergue (Technicolor)	JULY The Charge At Feather River G. Madison, F. Lovejoy, V. Miles (WarnerColor) (3-D)	
AUGUST Topeka B. Elliott, P. Coates Clipped Wings Bowery Boys Affair In Monte Carlo R. Todd, M. Oberon, L. Genn (Technicolor) (English-made)	AUGUST The Stranger Wore A Gun R. Scott, C. Trevor (Technicolor) (3-D) Mission Over Korea J. Hodiak, J. Derek Valley Of The Headhunters J. Weissmuller, C. Larson The 5,000 Fingers Of Dr. T. P. L. Hayes, M. Healy, (Technicolor) Cruisin' Down The River D. Haymes, C. Russell, (Technicolor)	AUGUST Spaceways H. Duff, E. Bartok The Band Wagon F. Astaire, C. Charisse, N. Fabray J. Buchanan (Technicolor) The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick Big Leaguer E. G. Robinson, V. Ellen, J. Richards Latin Lovers L. Turner, R. Montalban, J. Lund (Technicolor)	AUGUST The Sword And The Rose R. Todd, G. Johns, M. Gough (Technicolor) (Made in England) (Disney) The Bandits Of The West, W. R. Lane, E. Waller, C. Downs Down Laredo Way, W. R. Allen, S. Pickens, D. Drake	AUGUST Shane A. Ladd, J. Arthur, V. Heflin (Technicolor) Arrowhead C. Heston, M. Sinclair, J. Palance (Technicolor)	AUGUST The Inferno R. Ryan, W. Lundigan, R. Fleming (Technicolor) (3-D) Gentlemen Prefer Blondes M. Monroe, J. Russell, C. Coburn (Technicolor) Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England) Dangerous Crossing J. Crain, M. Rennie, C. Adams	AUGUST Melba P. Munsel, R. Morley (Technicolor) (Made in Europe) I, The Jury B. Elliott, (3-D) (Saville) The Gay Adventure B. Meredith, (Renown) Captain Scarlett R. Greene, L. Amar (Technicolor) (Craftsman) War Paint R. Stack, (Pathe Color) (K-B)	AUGUST Thunder Bay J. Stewart, J. Dru, G. Roland (Technicolor) Abbott and Costello Meet Dr. Jekyll and Mr. Hyde B. Abbott, L. Costello, B. Karloff, H. Westcott The Man From The Alamo G. Ford, J. Adams, (Technicolor) C. Wills The Cruel Sea J. Hawkins, D. Sinden, V. McKenna (English-made) (Rank)	AUGUST The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technicolor) (Made in England) Plunder Of The Sun G. Ford, D. Lynn, P. Medina So This Is Love K. Grayson, W. Abel, M. Griffin (Technicolor)	SEPT. Mexican Manhunt G. Brent, K. Sharpe The Fighting Marshal W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, V. Miles (Color) (Reissue)	SEPT. The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technicolor) Wings Of The Hawk V. Heflin, J. Adams, A. Lane (Technicolor) (3-D) The Golden Blade R. Hudson, P. Laurie (Technicolor)	SEPT. Island In The Sky J. Wayne, L. Nalan The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technicolor) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D)

July—Caravan—S. Granger, A. Crawford (English-made)
Hungry Hill—M. Lockwood, D. Price (English-made)
REALART
August—Glory At Sea—T. Howard, J. Rice, S. Tufts (English-made)



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'Blond' Wham, Detroit; *VARIETY*
'Blond' Mighty, Chicago; *VARIETY*
'Blondes' Standout, Cincinnati; *VARIETY*
'Blondes' Very Big, Philly; *VARIETY*
'Blondes' Socko, N.Y.; *VARIETY*

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SOMETHING unusual took place at a western drive-in, where a contest was held to determine which patron could drink the most water.



AN attorney general in a southern state didn't take kindly to what is known as "Job Night." Patrons fill applications for the post of "good will ambassador" for the theatre. Their names are placed in a receptacle, and the one picked as a winner gets a sum of money for becoming a "good will ambassador" for the house. The attorney general thought this smacked of "Bank Night", which is prohibited in that state. He further pointed out that the theatre required no qualifications for the post, which could have let a moron become a "good will ambassador." Could be he has a point.



THEN there is the story of a starlet who was sent on tour for a picture. One stunt when she arrived in an eastern town was for her to award \$10 to anyone who recognized her and asked about the picture in which she appeared. Either the stunt was too easy or else the starlet was too well known for in 10 minutes (it says here), she gave out \$700, and the whole idea came to a sudden end.



A WESTERN exhibitor claims to be the first to install 3-D and then have it removed. It could be the effect of the veto of the 20 per cent tax.

—H. M. M.

I N D E X

VOLUME 50, No. 17 AUGUST 26, 1953

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THE COVER PHOTO

Seen at the recent three-feature, all-day screening of Paramount's "The Caddy," "Little Boy Lost," and "Roman Holiday" in New York are, left to right, A. W. Schwalberg, president, Paramount Distributing Corporation; Sol Schwartz, president, RKO Theatres; Adolph Zukor, Paramount Pictures chairman of the board, and Sam Rinzler, veteran Randforce Circuit executive.

EXHIBITOR

VOL. 50, No. 17



AUGUST 26, 1953

Caution On Wide-Screens, Too

WHILE the rush to convert to 3-D seems to be on the downgrade, there is no slackening of theatres' determination to get into the wide-screen parade.

ALL TYPES of theatres, large and small, in big towns and little towns, are turning to the larger sizes, whether they are being purchased from the theatre supply companies or of the home-made variety.

IT HAS BECOME evident that a shift to wide-screen is no guarantee of a permanent greater gross, but the exhibitor has less choice in the matter than in the case of the third-dimensional change.

ONCE PATRONS get used to seeing a larger screen elsewhere, houses which have not as yet converted suffer because their screens look even smaller by comparison.

BUT HERE AGAIN, also, is there need for caution. While the decision to convert is, naturally, that of the exhibitor, he should listen to the advice of his reputable theatre supply dealer or a service man before installing a new screen.

WE HEARD the other day of a theatremen who was determined to have the biggest screen in his particular area, almost to the point of making the situation appear ridiculous. Not only was he going beyond the dimensions of the stage, but he was sacrificing plenty of seats in order to say that he had the biggest screen in his district.

IT MAY BE true that these days a lot of theatres have seats to spare, but as in all things caution should be the watchword in this case.

A NEW WIDE-SCREEN gives a theatre something to talk about and it should help business for a while, but there is no need to go overboard.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonemaker and Mel Konec-off, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Midwest, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries. \$15 in all other countries. Address all correspondence to the Philadelphia office.

NOW another PRACTICAL

new STEREOSCOPE SOUND AND

PRACTICAL DESIGN

permits quick installation of RCA Button-On Soundhead between projector and top magazine. Does not interfere with showings of standard films

PRACTICAL ENGINEERING

lets you show the new multi-track films without extra missions—with standard projector set-up

FOUR MAGNETIC TRACKS

feed sound to four pick-up heads which in turn feed into stereophonic sound system

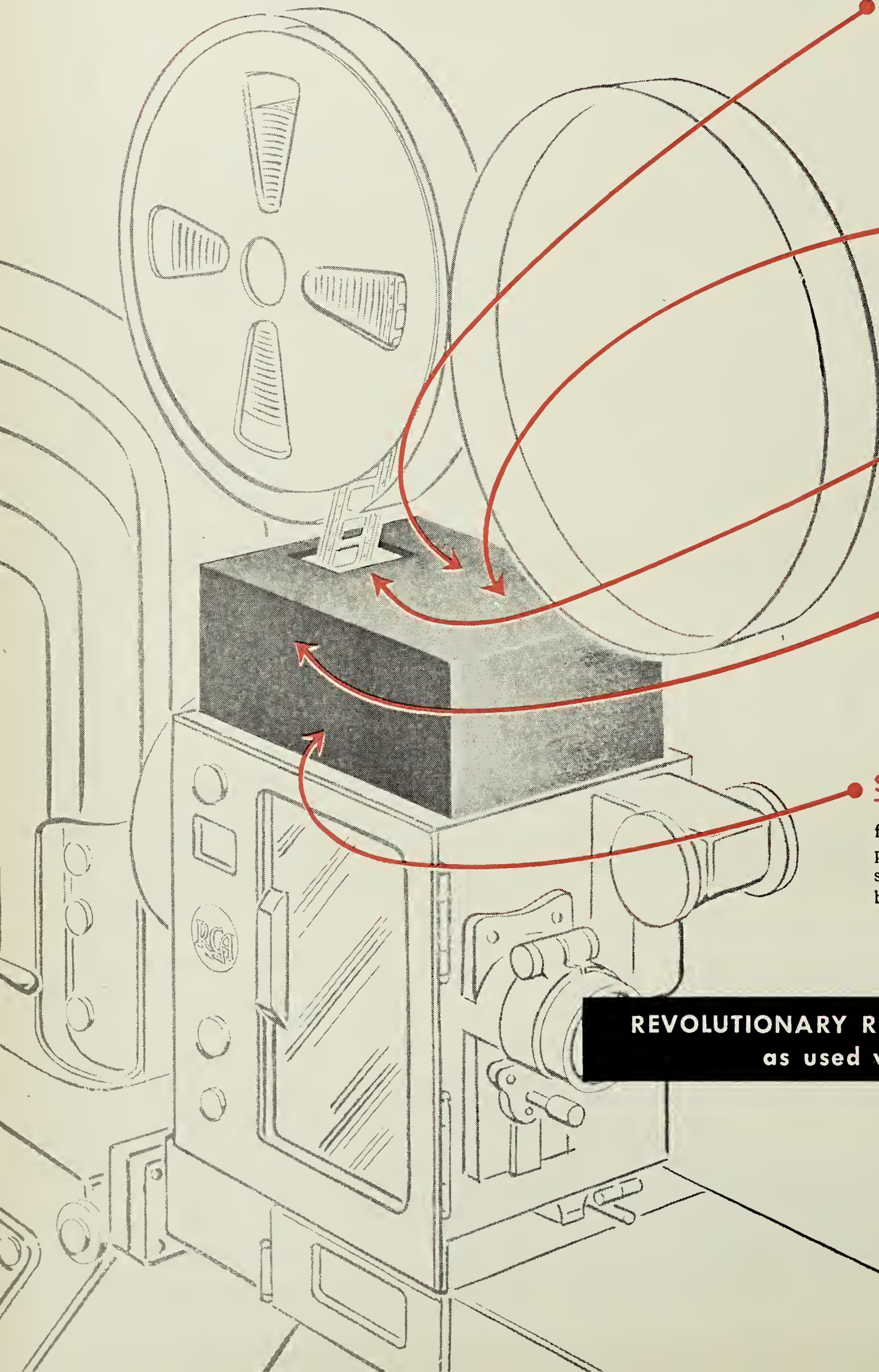
FOUR MAGNETIC HEADS

arranged for maximum response from high-fidelity magnetic sound and minimum head wear

SOFT-LOOP SYSTEM—

for flutter-free, true-fidelity reproduction—provides plenty of slack to avoid distortion from bad splices or bent reels, etc.

**REVOLUTIONARY RCA BUTTON-ON SOUNDHEAD
as used with CINEMASCOPE**



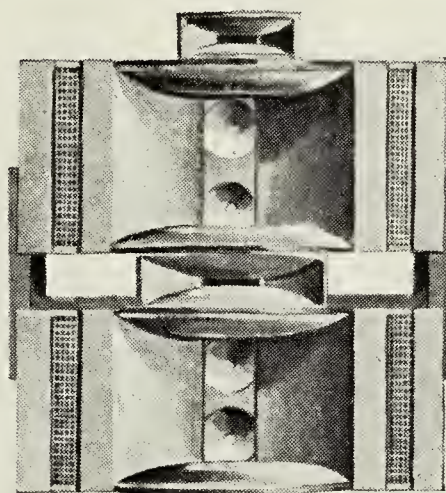
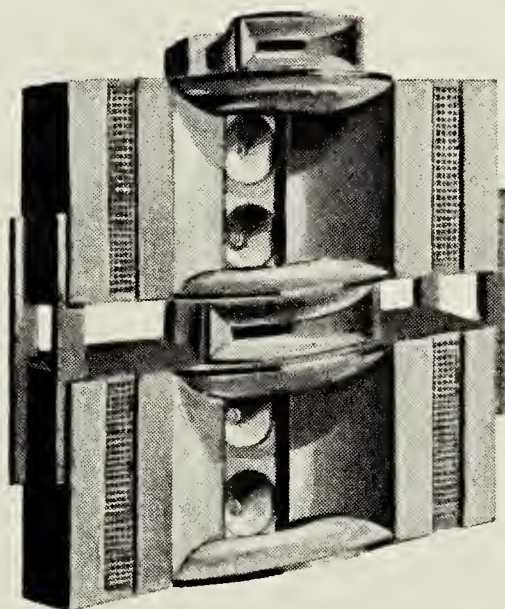
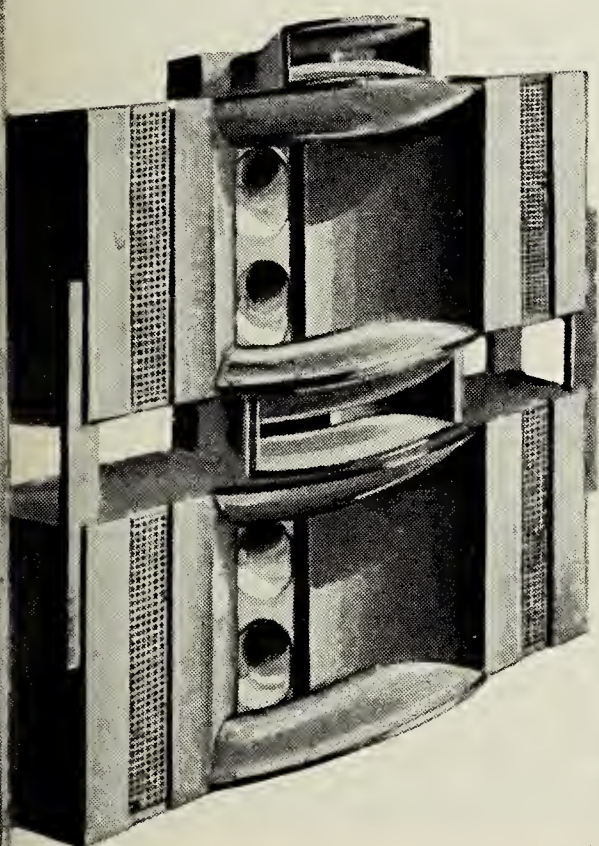
ANSWER from RCA

PRICES BEGINNING UNDER \$5,000

Again, it's RCA—the leader in magnetic film recording—with the easy solution to the new motion-picture exhibition techniques—Stereo-scope Sound, an easily installed soundhead for the new single-film, magnetic-sound pictures and a complete sound system at prices beginning under \$5,000.

Here is the equipment you need for Cinema-scope pictures—engineered for easy handling of all standard films and for new methods of single-film, magnetic four-track pictures.

It's another of RCA's PRACTICAL ANSWERS to the exciting new challenges of the exhibition industry.



RCA STEREOSCOPE SOUND SYSTEM adaptable FOR ALL STEREOPHONIC TECHNIQUES

CONTROLLED HORN ANGLES

for perfect sound distribution to every seat in the house from every speaker location

NEW SPEAKER DESIGN

for unequalled high-fidelity reproduction . . . true stereophonic effect . . . dramatic, exciting realism

ANY COMBINATION

available for every theatre regardless of size or shape

POWERFUL AUDITORIUM SPEAKERS match RCA's behind-the-screen speakers for special sound effects

NEW RCA AMPLIFIER SYSTEM WITH THE ALL-NEW, AUDIO-SYNC CIRCUIT

Designed to save space—engineered to offer all that high-fidelity, magnetically recorded sound has to offer.

Unitized rack construction puts all units for stereophonic sound in a minimum space. In most theatres, RCA unit-built amplifier equipment takes little more room than standard sound system for 2-D films.

GET READY NOW

Be prepared for the important new features. The startling realism of this new technique holds big box-office potential that you can't afford to miss. Contact your RCA Theatre Supply Dealer for information on delivery dates.

And Check RCA's wide range of stereophonic sound systems for *Cinemascope* and all other types of *stereophonic films*. For realism in every seat in the house—for true, dimensional sound, it's RCA Stereophonic Sound.

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**THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal



EXHIBITORS ATTEND THE DETROIT LUNCHEON HELD IN CONJUNCTION WITH PARAMOUNT'S THREE-FEATURE, ALL-DAY "JUBILEE SHOW" AT THE GLOBE.

The New Show Season Nears

As Always, "Paramount Week" Heralds Its Beginning, Preceded This Year By "Jubilee" Screenings

LONG an industry institution, "Paramount Week" is set to start on Sept. 6.

This year, however, the company desired to make the trade Paramount-conscious before the big week, and with this goal in mind held a unique all-day, three-feature "Jubilee" showing of three top forthcoming features at simultaneous screenings in 33 cities across the United States.

On hand at the Paramount home office Prevue Theatre to welcome New York metropolitan area guests were Adolph Zukor, Paramount Pictures board chairman; A. W. Schwalberg, president, Paramount Film Distributing Corporation, and several other top executives of the company.

It is estimated that a total of 25,000 circuit executives, independent exhibitors, bookers, and film buyers, press and radio-TV representatives, and civic lead-

ers attended the nation-wide triple feature showings.

"Little Boy Lost", starring Bing Crosby; "The Caddy", starring Dean Martin and Jerry Lewis, and William Wyler's "Roman Holiday", starring Gregory Peck and Audrey Hepburn, were the three top-drawer Paramount features shown in the Prevue Theatre and 32 other gaily decorated regular houses. Paramount division and branch managers were hosts at the shows held in regular theatres.

In each house, the "Jubilee Show" opened with a short introductory film featuring Schwalberg in a discussion of forthcoming Paramount product. He predicted increasing prosperity for the industry as a whole in coming months.

The response to this new Paramount technique of getting product before the industry is proof that theatremen are as enthusiastic and interested as they ever were.



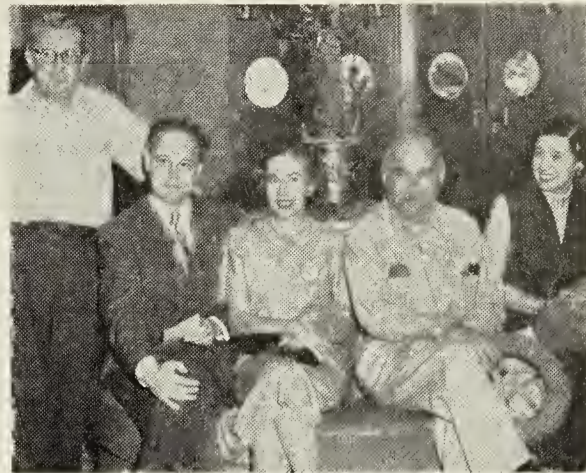
Jerry Govan, film buyer, New England Theatres, is seen at the Paramount triple screening with Paramount's John Moore at the Capitol, Boston.



Seen at the Cleveland screening at the Fairmount are, left to right, top row, Frank Murphy, Loew's Theatres district manager, Meyer Fine, Associated Theatres; Joe Lissauer and Bill Skirball, Skirball Brothers, and first row, H. A. Buxbaum, Paramount branch head, and M. Mooney, Cooperative.



The big three-feature screening in Cincinnati was held at the Hyde Park, and seen are Julian Silberstein, Keith-Albee, Huntington, W. Va.; Herbert Gillis, Paramount Cincinnati branch manager, and Jack Steadman, Starlite Drive-In, Marietta, O., all quite pleased with the idea.



Exhibitors attending the all-day screenings at the Capitan, Dallas, include, left to right, Robert J. Euler, Tri-State Theatres; David Callahan, Rowley United Theatres; Mrs. H. B. Robb, Robb Theatres Company; David Lutzer, Lutzer Theatres, and Mrs. Claude Ezell, Ezell and Associates.



Seen, left to right at the Varsity, Seattle, are Doug Forbes, Hamrick Theatres Corporation; Earl Streebe, Palm Springs, Cal., exhibitor; Frank Christie, Evergreen Theatres Corporation; Hal Deigler, B. F. Shearer Company; Henry Haustein, Seattle branch manager; Harry Minor, Olympia, Wash., exhibitor, and Elmore Keyes, veteran Evergreen Circuit booker.



Exhibitors and Paramount officials seen at the Philadelphia screenings at the Arcadia include Sam Varbalow, Phil Gerson, Ben Fertel, Paramount Philadelphia branch manager Ulrik Smith, Alfred Davis, Mark Rubinsky, Ben Amsterdam, and Howard Minsky, midwestern division manager. Screened were "The Caddy," "Roman Holiday," and "Little Boy Lost."



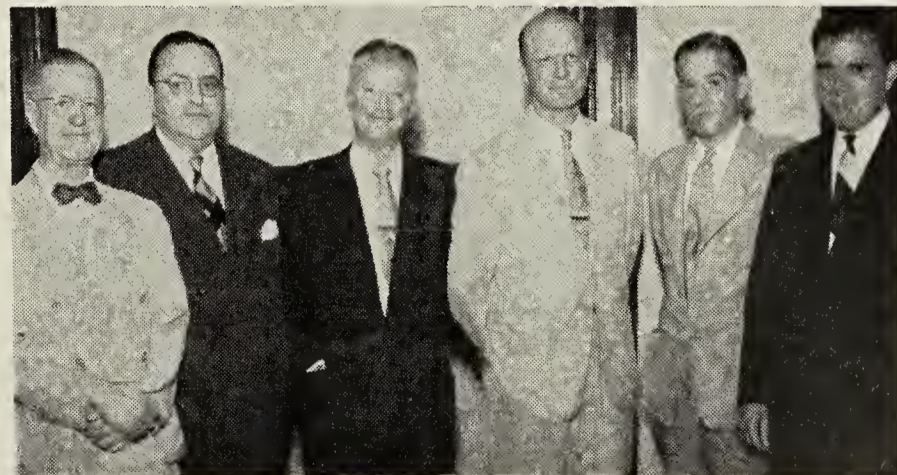
Noted at Indianapolis' triple screening are, left to right, Ernie Miller, Cinema, where the screenings were held; G. R. Frank, Paramount Indianapolis branch manager; Harry Van Noy, Van Noy, Middletown, Ind.; Duff Newman, Paramount sales veteran, and Jim Smith, Paramount salesman. The all-day showings were held simultaneously in 32 cities in the country.



Kansas City exhibitors and Paramount officials chat during the showing at the Vogue, and seen, left to right, are Arthur Cole, Paramount industry representative; Ray Cook, Missouri, Marysville, Mo.; Eugene Jacobs, salesman; Harold Lyon, Paramount, Kansas City; John Medlock, Plaza, Appleton City, Mo., and Harry Hamburg, the popular Paramount branch manager.



Attending the showing at the Fox Beverly, Beverly Hills, Cal., are, left to right, rear row, Dave Robins, Variety, Los Angeles; Max Factor, salesman; Robert O'Donnell, Interstate Theatres, Texas; Ray Robbins, Midway, Los Angeles; Hugh Bruen, Bruen Theatres, Whittier, Cal.; Milt Hossfeld, Gamble and O'Keefe Circuit, and, front row, Joe England, Bruen Theatres; Bill Forman, Pacific Drive-In Theatres; P. Isley, Isley Theatres; L. Miller, 99 and South Chester Drive-Ins, Bakersfield, Cal., and G. Pantages, Los Angeles.



The Paramount show also drew large crowds of exhibitors, press representatives, and other industryites to the Delaware, Albany, and seen, left to right, are E. S. Van Olinda, drama critic, The Times Union; Sol Ullman, circuit manager, Fabian Theatres; Dan Houlihan, Paramount Albany branch manager; Leonard Rosenthal, general manager, Upstate Theatres; George Lynch, head buyer, Schine Circuit, and Donald Schine, vice-president, Schine Circuit. The screenings preceded the forthcoming "Paramount Week," Sept. 6.

A Clear Statement As To The Equipment AND NEWS OF GREAT IMP

*For the perfect projection of **CINEMASCOPE** pictures,
exhibitors will require the following equipment:*

THE **CINEMASCOPE** LENS

Because of the tremendous volume of orders which have been placed with Bausch & Lomb and leading lens manufacturers of Europe for the CinemaScope anamorphic lenses, making mass production possible, the manufacturers have been able to effect large savings in the cost of the lenses and, effective immediately, this saving is being passed on to the exhibitor. **The new prices are \$1900 per pair for the large lenses (for use with long focal length lenses), and \$1800 per pair for the smaller lenses (for use with short focal length lenses), retroactive to all orders already received.** The original price was \$2875 per pair, regardless of size. By acquiring the CinemaScope lenses, you will be able to show any picture photographed in the anamorphic process and in the same aspect ratio.

THE **CINEMASCOPE** SCREENS

In order to clear up any confusion which may exist, we would like to spell out the facts about the screen required for the projection of CinemaScope pictures. CinemaScope is a quality product and it can be given full justice only through the highest quality equipment. The right screen is just as important to the proper exhibition of CinemaScope as the right lenses and the single-film magnetic stereophonic sound system.

We have found, by scientific test, that only the screens offered with the CinemaScope process, distributed by the dealer of your choice, can capture and reflect the true and full glory of the CinemaScope process.

This is true of the Miracle Mirror Screen, which is already in substantial supply and whose volume is being increased daily. The only other screen CinemaScope Products has contracted for is the Magniglow Astrolite Screen. The Radiant Manufacturing Corporation, of Chicago, is now completing plans for full-scale production of the Magniglow Astrolite Screen so that we will be able to meet the great demand for these superior screens. To date, these two screens are the only ones our engineers have found which will ensure the perfection necessary for the complete enjoyment of CinemaScope pictures.

These screens give 2-for-1 light without need for boosting amperage, an important economic factor.

They provide maximum utilization of the light reaching the screen from the projector.

They are precisely designed to reflect and distribute the light evenly over the large surface required for CinemaScope projection, thus making every seat a good seat because the picture is uniformly bright from any seat in the theatre, and the light does not fall off on either side of the screen.

They are the best by test all-purpose screens, and you can use them not only for CinemaScope but for standard 2-D, 3-D, and any other wide-screen projection systems.

Required For **CINEMASCOPE** Pictures Necessity TO EVERY EXHIBITOR

THE **CINEMASCOPE** MAGNETIC SOUND SYSTEM

Every 20th Century-Fox CinemaScope picture will be produced for exhibition in the revolutionary new single-film stereophonic sound system. The new CinemaScope magnetic sound head will be in full production in September and ready for continuous delivery by all the leading sound manufacturers.

The sound heads for the CinemaScope process go by various names: some manufacturers call them the Button-On sound heads, some call them "The Penthouse"... but all of them give you four tracks, one of which is an overall track for auditorium effects, on a single strip of standard 35-millimeter film. They eliminate the "double system" of using motion picture and sound separately, do away with any separate sound reproducers, eliminate extra work and enforced intermissions, prevent errors in matching film and sound, and avoid the risk of going "out of sync."

Once the new sound head has been installed, your projector can be used just as you have always used it in the past, including standard 2-D films. When you order your sound heads you will receive from the equipment dealer of your choice a complete kit for the minor changes needed in sprockets, aperture plates and other minor parts required for conversion of your present standard projector.

Our first CinemaScope picture, "The Robe" in Color by Technicolor, will open at the Roxy Theatre, New York, on September 16th. During October, we expect to launch "The Robe" in most of the principal cities of the United States and Canada, and in all the capital cities of the world before the end of this year. This will be followed by "How To Marry A Millionaire," "Beneath The 12-Mile Reef," "Prince Valiant," "Hell And High Water," and "River Of No Return." There will also be many other wonderful CinemaScope pictures coming your way. M-G-M already has two big CinemaScope pictures in production — the first of which, "Knights of the Round Table," will be released in November, soon to be followed by "Rose Marie" and many others being readied for production. From Walt Disney there will be "Lady and the Tramp," "20,000 Leagues Under the Sea," and an unlimited number of short subjects; from United Artists, Errol Flynn in "The Story of William Tell" and W. R. Frank's "Sitting Bull"; from Allied Artists, "The Black Prince." Columbia will produce a number of top quality productions in CinemaScope.

If you intend to show these great attractions, please contact *the equipment dealer of your choice* immediately for the equipment herein described, if you have not already done so.



AL LIGHTMAN, 20th Century-Fox

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Deaths

E. J. Schulte, veteran western circuit operator, passes (page 28).

Michael Gore, west coast pioneer, dies (page 13).

Distribution

UA announces some executive changes (page 13).

RKO is on the march. President J. R. Grainger declares (page 13)

Exhibitors, as well as the 20th-Fox sales staff, are honoring Al Lichtman by a special drive during the Aug. 30-Oct. 3 period (page 17).

Paramount creates some assistant division managers' posts, and promotes some men (page 21).

Exhibition

Allied President Wilbur Snaper warns that exhibition can't stand expensive experimentation (page 13).

Texas COMPO decides to call off its September conference and go out of existence (page 17).

The TOA is making a training film, to be shown at its next convention (page 21).

Financial

Stanley Warner shows a loss in its quarter, the first financial report of the company (page 21).

International

Addresses by exhibitors highlight the 20th-Fox meeting in Toronto (page 16).

American companies get money out of Brazil (page 16).

Legal

Polaroid files an answer and counterclaim in its suit (page 13).

The U. S. Supreme Court gets the "M" case from the Ohio courts (page 20).

Mel Konecoff

An interview with Henry Koster, who directed "The Robe", some comment on the recording of music for "The Joe Louis Story", and notes on Al Palca are covered (pages 12 and 24).

Production

Loew's and NBC are in the midst of completing a deal whereby clips from productions would be inserted in some of NBC's top TV programs (page 13).

Technical

Walter Reade, Jr., disagrees on some angles of subscription TV (page 17).

The Telemeter test is due in Palm Springs, Cal., in November (page 20).

CinemaScope is praised in New York demonstration for equipment leaders and dealers (page 21).



Seen recently examining at the 20th-Fox home office in New York City a new CinemaScope projection lens, cost of which has been reduced substantially due to mass production by Bausch and Lomb, are, left to right, Charles Einfeld, vice-president, 20th-Fox; Earl I. Sponable, research head, 20th-Fox; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, and Walter Gross, veteran AB-PT executive.

"Eternity" Still Leads Broadway First Runs

NEW YORK—The Capitol continued to lead the other Broadway first runs with "From Here To Eternity" holding up remarkably well in its third week. Business, generally, was satisfactory with some spots showing strength as engagements of long running product neared their end.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE MASTER OF BALLANTRAE" (WB). Paramount, with stage show, was heading toward \$53,000 for the third, and last, week.

"GENTLEMEN PREFER BLONDES" (20th-Fox). Roxy, with ice show, claimed \$60,000 for Wednesday through Sunday, with the last nine days of the sixth, and last week, sure to hit \$95,000.

"THE BAND WAGON" (MGM). Radio City Music Hall, with stage show, announced \$77,000 for Thursday through Sunday, with the seventh, and last week, bound to tally \$126,000.

"I, THE JURY" (UA). Criterion opened with this Mickey Spillane 3-D feature to a \$50,000 week.

"THE SWORD AND THE ROSE" (RKO-Disney). Rivoli anticipated the opening week at \$28,000.

"INFERNO" (20th-Fox). Globe reported the second, and last week, at \$10,500.

"THE WAR OF THE WORLDS" (Para.). Mayfair announced \$42,000 for the second week.

"STALAG 17" (Para.). Astor was holding steady and expected \$29,000 on the eighth week.

"LATIN LOVERS" (MGM). Loew's State anticipated the second, and last, week at \$12,000.

"FROM HERE TO ETERNITY" (Col.). Capitol still was leading the way with \$158,000 announced as the third week figure.

"THE MOON IS BLUE" (UA). Victoria expected the seventh week to tally \$18,000.

"THE CRUEL SEA" (U-I). Fine Arts claimed \$14,000 for the second week.

It's A Boy

NEW YORK—Spyros S. Skouras, III, an eight-pound boy, was born to Mr. and Mrs. Spyros S. Skouras at the Lawrence Hospital, Bronxville, N. Y., last week.

New York News Letter

— By Mel Konecoff —

HENRY KOSTER, director of "The Robe", was in recently with his wife, former actress Peggy Moran. During the brief stopover before taking off for

Europe, he opined that the future of the industry rested in CinemaScope.

His first venture into the new medium, this demonstrated to him, at least, that an entirely new technique in picture making was to emerge, but of prime importance, no matter what the medium, was the story.



KONECOFF

If that is good, then it will be that much better with CinemaScope—if it is bad, then CinemaScope can't make it worse.

Getting to specifics, he thought that the individual closeup scene would not be helped very much by CinemaScope, for using a true closeup would give an isolated effect on the huge screen. On the other hand, he felt that not many closeups would be needed. The normal film has some 180 to 200 close-ups while in "The Robe" not more than five or six individual close-ups are to be found.

The feature was scheduled for 64 days of actual shooting, and wound up with 57 days. He thought that even this could have been reduced by eight to 10 were it not necessary to turn out a version for eventual non-theatrical release in 16mm. He found the scenes were able to play longer, and could be more fluidly grouped, and the direction resembled the stage technique. Of course, longer scenes meant longer rehearsals.

CinemaScope, according to Koster, will make the fast, frequent cutting technique obsolete, and people can't be cut out of scenes if it is found desirable because this would necessitate abandoning the entire sequence. He also thought that not every type of story will prove suitable in the new medium, but the possibilities are still tremendous.

"The Robe" cost over four millions, and while the use of CinemaScope made the production a little more expensive because of the tremendous sets used, he thought that future productions should find expenses reduced, where sets are not a major factor, what with faster shooting, longer shooting sessions, the abandonment of repeat filming for closeups, etc. Incidentally, he found that he couldn't use doubles because the vastness of the image showed them up, and the actors had to fight their own battles.

(Continued on page 24)

Loew's, NBC TV-Clip Agreement Nearing

"RKO On March", Grainger Declares

CHICAGO—RKO President James R. Grainger told delegates last week at the company's largest sales convention in several years that the entire organization, studio, field and home office, was on a forward, progressive march, and declared to field representatives that he was highly gratified over volume selling stressed in the company's 25th "Silver Jubilee Drive."

Other speakers were general sales manager Charles Boasberg; Edward Walton, assistant to President Grainger; Frank Dervin, the latter's assistant; Walter Branson, assistant to Boasberg, and Nat Levy, eastern-southern division manager.

Boasberg announced the "Silver Jubilee Drive" prize winners, with Sam Gorelick, Chicago manager, taking the national honors. The booking contest was decided by groups. Winners in the order of their finish were: Group I, Chicago; San Francisco, Joe Emerson, manager, and Washington, Joe Brecheen, manager; II, St. Louis, Ray Nolan, manager; Kansas City, Jimmy Lewis, manager, and Charlotte, Rovy Branon, manager, and III, Seattle, Ed Lamb, manager; New Orleans, Rogers Lamantia, manager, and Jacksonville, Cam Price, manager. Two winners for Canada were, Calgary, Arthur Elliot, manager, and Vancouver, Jimmy Davie, manager.

Two prizes for home office representatives went to Bill Burke and Elmer Sedin.

UA Announces Changes

NEW YORK—Harry Goldman, United Artists Chicago branch manager, was last week promoted to central district manager replacing Moe Dudelson, resigned. Sid Rose, Chicago sales manager, has been promoted to branch manager there, succeeding Goldman.

Goldman will be in charge of the United Artists offices in Cleveland, Cincinnati, Detroit, and Indianapolis, headquartering in Chicago, and working under the supervision of Milton Cohen, eastern division manager. Goldman will also continue in charge of the Chicago office, administered by Jim Velde, western division manager, and the home office. The United Artists Buffalo branch, managed by Stanley Kositski and presently attached to the central district, will be under the jurisdiction of the eastern district managed by John Turner. Pittsburgh, Washington, Philadelphia, New Haven, Boston, and Buffalo will comprise the eastern district.

Michael Gore Mourned

LOS ANGELES—Michael Gore, 77, an original First National franchise holder and founder of the circuit which later became Fox West Coast, died last week. Gore moved to Los Angeles from Chicago in 1906, and opened the city's second theatre. In the '20's, he organized West Coast Theatres, selling out to the Skouras brothers, who also acquired some 20 houses independently owned by Gore. Until his death, Gore had operated a film



When Chicago was recently announced as the national branch winner of RKO's "Silver Jubilee Anniversary Drive," a special prize was presented to the exchange chief, Sam Gorelick, at the company's two-day meeting in Chicago. Seen, left to right, are Nat Levy, east-south division manager; Gorelick; President James R. Grainger; Herb Greenblatt, midwest district manager; Charles Boasberg, general sales manager, and Walter Branson, assistant general sales manager.

Snaper Warns On Experimentation

NEW YORK—Wilbur Snaper, National Allied president, in a membership bulletin released last fortnight warned that "exhibition cannot stand expensive experimentation in their theatres," and called for standardization of new techniques.

Snaper also asked that the CinemaScope situation as regards screens be cleared up, seeking answers to the following questions being asked:

"Is it necessary that the CinemaScope screen be used or none other?" "Is stereophonic sound a must for small theatres?" "Will all companies be using three or four tracks?" and "Do you have to buy anamorphic lenses or can they be rented?"

Regarding 3-D, Snaper said that exhibitors have been discouraged from bringing the films to the public by "the hysterical sales policies" that attend these pictures. He said that "the original gimmick phase of 3-D is past, and what will eventually happen to 3-D is debatable."

He also rapped distribution for failing to recognize the considerable expense for the showing of 3-D by over pricing run-of-the-mill westerns or mysteries. "The common thought," he said, "is that 3-D is okeh for first-runs, but after that, so what?" He hoped that distributors will realize the critical economic condition of thousands of small theatres, and modify their demands, allowing these theatres to play the better product on equitable terms. Snaper emphasized to distribution that "as theatres close, your customers grow fewer."

exchange and distribution center in the Film Exchange Building. He was also vice-president, Ocean Park Amusement Pier Company, and a charter member of the Beverly Hills B'nai B'rith Chapter.

A widower, Gore is survived by a daughter, two brothers, a grandchild, and two great grandchildren.

MGM Pictures Would Get Benefit of Coast-To-Coast Publicity; "Colgate Comedy Hour", "Today" Included

NEW YORK—It was confirmed last week that "an agreement in principle" had been reached by representatives of Loew's, Inc., and NBC on the integration of clips from MGM films for the high rated "Colgate Comedy Hour" on Sunday nights and other TV shows of equal calibre.

The agreement was negotiated on the coast, and referred to top executives of both companies for final approval. Loew's was represented by Dan Terrell, MGM publicity manager, acting for Howard Dietz, vice-president; Louis K. Sidney, studio executive, and Les Petersen, studio TV-Radio contact.

The format for the shows would be similar to that employed by Ed Sullivan on CBS' "Toast of the Town." Film clips would be integrated on the show, bulwarked by public appearances by MGM talent. Presumably, MGM would make all talent available to NBC, from the top down. Pictures to receive the TV push would be carefully selected, it was said, and would probably number no more than six during the season.

NBC has also expressed interest in the use of film clips and players on Dave Garroway's early morning show, "Today", but made it clear that clips would only be used if actors are available for TV appearances on the show.

Sullivan cancelled his use of film players and clips last season.

Polaroid Files Answer

WILMINGTON, DEL.—Polaroid Corporation last week filed in U. S. District Court its answer and counterclaim in the declaratory judgment action brought by Multiplate Glass Corporation. Polaroid asserts its ownership of three patents, and asks the court for preliminary and final injunctions enjoining further infringement of the patents, as well as an accounting of profits and damages arising from the claimed infringement and an award to Polaroid of judgment for three times the amount of the damages.

A week earlier, Polaroid filed a motion to transfer the action to the U. S. District Court for the District of Massachusetts, where Polaroid said a similar action against Loew's, Inc., is pending. In the answer and counterclaim, Polaroid says it had no knowledge that Multiplate Glass manufactured or sold to Loew's the 3-D viewers in question.

Polaroid is represented by Wilmington attorney Harold B. Howard, in association with Donald L. Brown and Charles Mikulka, Cambridge, Mass.

Universal Reduces Preferred

WASHINGTON—Universal filed papers with the SEC last fortnight providing for a reduction in outstanding preferred shares from 87,600 to 86,200, and a reduction of capital by \$140,000.

It's Time To Get Set To Set Your ALL-TIME MARTIN AND LEWIS HIGHS!

"CAN'T MISS AT THE BOXOFFICE. A GREAT COMEDY."

—Hollywood Reporter

"Hot boxoffice—a wonderful 95 minutes."—*Film Daily*

"Fast and frantic. Big golf figures include Ben Hogan, Sam Snead, Byron Nelson, Julius Boros, Jimmy Thomson—with Jerry as the caddy to end all caddies."

—*Motion Picture Daily*

"Fans will consider it their all-time best!"—*Boxoffice*

"Real money. Songs given delivery only Martin & Lewis are equal to."

—*Motion Picture Daily*

"Has everything that has pushed Martin & Lewis to the top."

—*Film Bulletin*

"Big! Hilarious routines to make fans happy."—*Showmen's Trade Review*

"The tremendous Martin & Lewis following will go for this in a big way."

—*The Independent*

"Excellent. Lewis has strong comedy routines."—*Variety*



Some Shots That Go Whamming Down The Boxoffice Fairway...

They sing "That's Amore" the South American way.



Jerry as The Gay Continental bowls over society.



Dean steals Donna Reed from the jinx of the links.



Columbus World Premiere followed immediately by Ohio area saturation bookings—HUNK

DEAN AND JERRY
MARTIN AND LEWIS
 in **THE CADDY**



6 SONG HITS

THAT'S AMORE (That's Love)
 ONE BIG LOVE
 WHAT WOULDCHA DO WITHOUT ME
 IT'S A WHISTLE-IN' KINDA MORNIN'
 THE GAY CONTINENTAL
 YOU'RE THE RIGHT ONE

Bring
UNA
ED
BARA
ATES with

SEPH CALLEIA · FRED CLARK

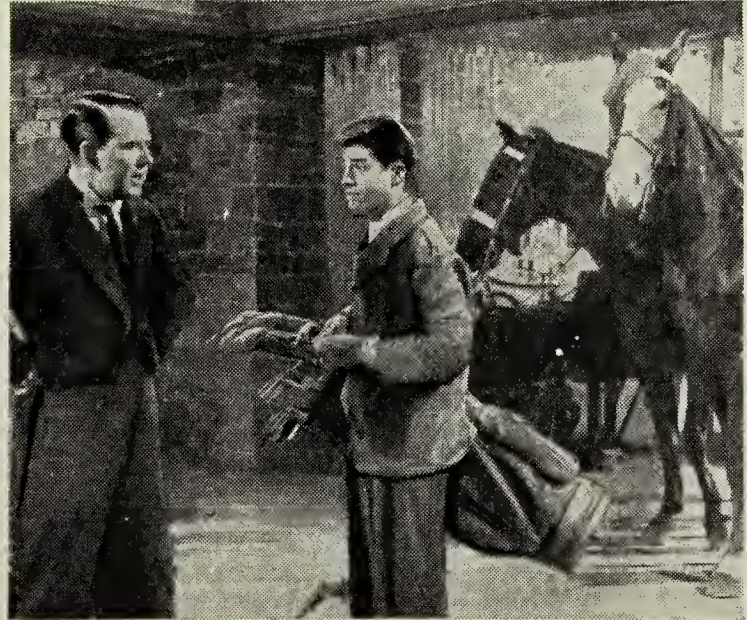
Produced by **JONES** • Directed by **NORMAN TAUROG** • Screenplay by **EDMUND HARTMANN** and **DANNY ARNOLD** • Additional Dialogue by **KEN ENGLUND**
 Story by **DANNY ARNOLD** • New Songs—Music by **HARRY WARREN** • Lyrics by **JACK BROOKS**



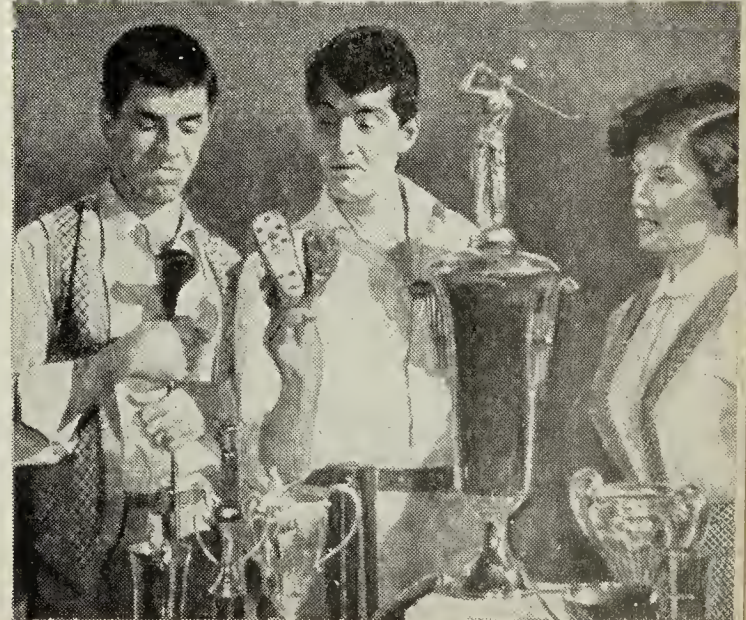
en Hogan and other pros put drive into their roles.



Jerry horses around in a millionaire's drawing room.



They'll win trophies galore at the boxoffice too.



NATIONWIDE DATES BEING SET FOR SEPTEMBER. MAKE YOURS ONE OF THEM!

The International Scene

Canada

Exhib. Addresses Highlight Meeting

TORONTO—Addresses by prominent Canadian exhibitors highlighted a luncheon held by 20th-Fox in connection with its recent showing of CinemaScope.

20th-Fox was host to exhibitors and the sales staff at a luncheon at the Royal York Hotel. Chairman of the luncheon was Arthur Silverstone, eastern division manager, whose territory includes Canada.

In a speech, John J. Fitzgibbons, president-managing director, Famous Players Canadian Corporation, criticized the exhibitors attending the CinemaScope demonstration for their apathy, pointing out that more interest should be shown.

"Certainly these people, on whom we depend, are risking their resources, and are entitled to our support. The bricks and mortar in our theatres are not worth very much," he said. He indicated that CinemaScope was a new means of attracting patrons to the boxoffice.

20th-Fox's "forward-making step" was the subject of praise by Leonard W. Brockington, president, J. Arthur Rank Organization of Canada Limited. He said he wished and hoped that wherever and whenever CinemaScope plays "Arthur Rank's theatres, it is a success."

Silverstone, before introducing the guest speakers, said that his organization hoped to produce 18 pictures in the new process by the end of 1954, and mentioned that five other major companies were producing film in CinemaScope. These will be "big" pictures.

A reaction to CinemaScope was expressed by R. C. "Dick" Main, one of the country's leading independent exhibitors and former head of Motion Picture Theatres Association of Ontario. He said the medium is probably "the best," he felt it was the medium of the future, "but we still want to see what it's like in the finished product. We want to see its emotional impact on our audiences."

Included among the film sequences shown was that of the Coronation.

Canadian Comment

Batting in 1,192 runs, Jacque Martin, manager, Mercier, Montreal, won the 13-week David Griesdorf Big League Pennant Race of Odeon Theatres (Canada) Limited. His high score brought him \$150 cash, one extra week of vacation, his share of team prizes, and the showmanship trophy and miniature. Right behind him was Marcel Desjardins, Rex, St. Jerome, Que., scoring 1,180 runs, who earned \$100, while Elliott Brown, Odeon, Victoria, V. C., with 1,132 runs, picked up \$50. Crowned "Confection King" was Barry Carnon, Odeon Fairlawn, Toronto, with 1,740 runs for \$100 in cash, while the first runner-up, Norm Ray, Plaza, Victoria, got 1,410 runs and \$50, and the second runner-up Les Young, Odeon, New



Banners and large cutouts recently decorated the Colon, Lima, Peru, for Samuel Goldwyn's RKO release, "Hans Christian Andersen."

Westminster, B. C., scored 1,285 runs and got \$25. Those whose scores led, according to combined showmanship, confection sales and attendance increases, got \$125 and their share of team prizes, while the runners-up got \$50 each. League leaders and top scorers were: Vic Nowe, Odeon, Toronto; George Shepherd, Odeon, Peterborough; Frank Marshall, Lux, Vancouver; Brent Kelly, Olympia, Vancouver, and Miss Freda Blake, Sapper-ton, New Westminster. Runners-up were Tom Pacey, Odeon Winnipeg; Gene Gagne, Midway, Montreal; Norm Reay, Plaza, Victoria; Jim Gamlin, Palace, St. Catharines, and Rube Elliot, Mission City. Umpire-in-chief for the pennant race was Wannie Tyers, assistant publicity and exploitation chief. The luncheon at which the Odeon organization and its guests will honor the winners is tentatively set here for Oct. 1.

The total number of theatres opened in Canada has risen to 83 with the opening recently of 22 drive-ins and three standard-type houses. Of these, 56 were drive-ins, which far exceeded 1950's 30, the former record, bringing the number now in operation across the country to 158. Construction was also reported under way on 11 drive-ins and 16 roofed-in houses, while plans were announced for an additional 10 drive-ins and 18 auditorium-type houses, some to start work soon. A break-down by provinces shows seven drive-ins for Alberta, four for Saskatchewan, three in Ontario, two in British Columbia, one in Manitoba, and one in New Brunswick.

Gerry Collins, manager, Loew's Uptown, Toronto, and Jim McCracken, Loew's publicity representative in Toronto, cooperated to stage a major campaign for "Scandal At Scourie." The Canadian background of the film was played up. The campaign included the sending of letters to all reeves in suburban Toronto inviting them to the opening performance, and several hundred personal letters from Walter Pigeon were sent to leading women hairdressers in the city. An advance screening was held for leading women commentators, members of the Ontario

Travel Bureau, and the Children's Aid Society. A street ballyhoo had a horse and buggy driven by a man and woman in period costume with a sign reading: "See the Fighting McChesneys of Ontario—Greer Garson and Walter Pidgeon—in 'Scandal At Scourie', Loew's Uptown." Two thousand numbered cards in ticket format announced the opening, and were given out throughout the office buildings of downtown Toronto. Those containing lucky numbers posted in front of the theatre obtained free admission. The intensive campaign drew public interest to this MGM film, which centers about life in Canada, particularly Ontario.

CINE CHATTER: Famous Players will reopen its Victoria, Toronto, with Walt Disney's "The Sword And The Rose", on Sept. 1. The house has been closed for about eight months. The theatre will run pictures downtown day-and-date with the University and Eglinton. . . . Into its eighth week in Montreal is the French language with English subtitles, "Seven Deadly Sins", United Amusements' Avon. The film originally played in Montreal in the original French version. . . . Nathan A. Taylor, president, Twentieth Century Theatres Limited, took a trip to England accompanied by his wife, Yvonne, herself a theatre operator, operating the International Cinema and the Towne Cinema, both in Toronto. . . . Giving Europe a look-see is Larry Graburn, head, Odeon Theatres of Canada advertising and publicity. . . . Pepsi-Cola Company of Canada Limited sponsored a number of free morning shows for children at local theatres across the country in collaboration with Theatre Confections Limited. . . . Tiff Cook, Famous Players, Toronto, and Win Barron, Paramount, found in Toronto a former stunt man working in a print shop who did the escape from a straight-jacket to promote "Houdini."

In Toronto, Win Barron, Paramount special representative in Canada, was named Dominion captain, "Adolph Zukor Golden Jubilee Salute," world-wide sales drive honoring the Paramount Pictures board chairman, it was announced by Gordon Lightstone, Canadian general manager.

—HARRY ALLEN, JR.

Brazil

American film companies will receive a total of \$1,165,000 through the initial Brazilian remittances under the agreement negotiated last month by MPEA assistant vice-president Robert W. Corkery. The first company transfers came through last fortnight, covering dollar quotas in category one for March, April, and May, 1952, except for MGM, which benefitted for two months having received earlier a remittance for one month. MGM received the largest share of the remittance, \$185,000, and Paramount reportedly received about \$172,000. Under the terms of the Export Import Bank loan to Brazil, that nation is obligated to pay all commercial obligations and become current by Dec. 31. If this is done, American distributors will receive about \$18,000,000 in the next four and a half months, of which \$15,500,000 will represent Brazilian earnings prior to Feb. 21.

Reade Disagrees On Subscription TV

NEW YORK—Walter Reade, Jr., disagreed strongly last week with the theory that subscription TV is needed by UHF-TV stations to help them compete with the better established UHF-TV stations.

Reade, president, Walter Reade Theatres and the Atlantic Video Corporation, currently constructing a UHF-TV station in Eatontown, N. J., disagreed with station owners who maintain that subscription TV would provide them with a badly needed source of program material. Reade stated that UHF should build its audiences on the basis of local entertainment and community service, and had no need for network affiliation. Reade also termed subscription TV a boxoffice TV gimmick which is, in itself, a delusion because it is based on what he called a loaded questionnaire, containing little or no facts.

Lichtman Honored By 20th-Fox Staff

NEW YORK—Thirteen hundred field employes at the 38 branches of 20th Century-Fox in the United States and Canada, under the leadership of their divisional and assistant divisional managers, last week notified home office executives that they had set aside the five-week period from Aug. 30 to Oct. 3, for celebration of an Al Lichtman testimonial.

The Al Lichtman testimonial supervisory committee includes: Division managers Herman Wobber, west; Harry G. Ballance, south; Martin Moskowitz, Empire State; Morton A. Levy, midwest; Tom O. McCleaster, central; Glenn Norris, Atlantic, and Peter Myers, Canada; assistant division managers Paul S. Wilson, south, and Bryan D. Stoner, west, and branch managers Tom R. Gilliam, Chicago; James Connolly, Boston, and Benjamin A. Simon, New Haven.

The field campaign has been progressing under the divisional chiefs with executive assistant general sales manager W. C. Gehring, and Edwin W. Aaron and Arthur Silverstone, western and eastern and Canadian sales managers, respectively, expecting an all-time company record.

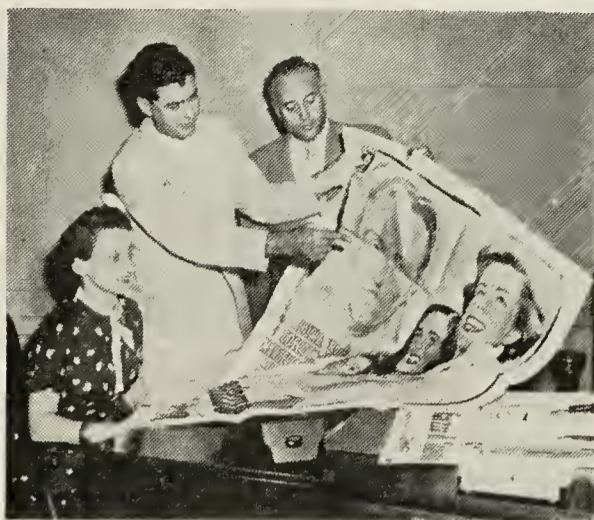
Every theatre in 23 territories has been booked to show a feature, short subject or cartoon every day from Aug. 30-Oct. 3, according to that company's division managers. These 23 territories represent a total of 9,176 theatres, including 8,436 in 20 territories in the United States and 740 in three Canadian areas.

The division managers who are in divisional charge of the testimonial revealed that branch bookings reported set, represented a participation in the first week by 13,717 theatres, 11,813 in the 32 territories in the United States, and 1,904 in the six Canadian areas.

Exhibitor Committees Named For Campaign

NEW YORK—One hundred and seventeen leading exhibitors, including organizational leaders and circuit and independent theatre operations in the United States and Canada, comprise territorial commit-

Texas COMPO Meeting Cancelled; Office Ceasing Operations In Sept.



Famous Italian couturiere Micol Fontana recently conferred in New York with IFE executives Jonas Rosenfield, Jr., vice-president in charge of advertising, promotion, and publicity, and Bernard Lewis, promotion manager, concerning plans for the national tour of a trio of Italian mannequins and Fontana's fall collection in connection with the gala release of "Three Girls From Rome."

tees co-sponsoring the "Al Lichtman Testimonial", from Aug. 30-Oct. 3, with 20th-Fox's 1300 employes at its 38 domestic branches, it was revealed last week.

Co-sponsoring exhibitors operate more than 5,113 theatres, all of which will play a major part in the testimonial. Seventy-one of these exhibitor co-sponsors have carried on business negotiations with Lichtman for from 20 to 40 years.

The following are the territorial testimonial co-sponsoring exhibitors' committees:

NEW YORK—Sol Schwartz, RKO Theatres; Harry Brandt, Brandt Theatres; Fred Schwartz, Century Circuit, and Sam Rinzler, Randforce Circuit.

BOSTON—Sam Pinanski, American Theatres, Boston; Martin J. Mullen, New England Theatres, Inc., Boston; Nate Yamins, Yamins Theatres, Fall River, Mass.

WASHINGTON—Morton Thalhimer, Neighborhood Theatre, Inc., Richmond, Va.; Harley Davidson, Independent Theatres Circuit, Washington, D. C., and George Crouch, Stanley Warner Theatres, Washington, D. C.

TORONTO—John Fitzgibbons, Famous Players Canadian Theatres; David Griersdorf, Odeon Theatres, and Herbert Allen, Premiere Operating Theatres.

DES MOINES—Abe H. Blank, Tri-States Theatres Company; Myron Blank, Central States Theatres Company, and Herman Fields, Pioneer Circuit.

PHILADELPHIA—William Goldman, William Goldman Theatres; Ted Schlanger, Stanley Warner Theatres, and Al R. Boyd, Boyd Theatres.

CHICAGO—Dave Wallenstein, general manager, Balaban and Katz Theatres; Edwin Silverman, Essaness Theatres, and Jack Kirsch, president, Allied Theatres of Illinois.

MEMPHIS—M. A. Lightman, Malco Theatres, Memphis; O. G. Wren, Wren Circuit, Little Rock, Ark., and M. S. McCord, United Theatres Corporation, North Little Rock, Ark.

CLEVELAND—Nate Schultz, Schultz Circuit; Sam Schultz, Schultz Circuit; Jack Armstrong, Paramount, Toledo, O.; Myer Fine, Associated Theatres, Cleveland; George Delis, Palace, Canton, O., and Si-

DALLAS—Kyle Rorex, executive director, Texas COMPO, announced last week that the executive board has instructed him to cancel the forthcoming Texas COMPO Conference scheduled for Sept. 28-29-30. All registration fees are being returned. Rorex also announced the closing of the Texas COMPO Press Department, and that the Texas COMPO office will cease operation at the end of the third quarter, Oct. 7.

The announcement of the discontinuing of the organization came as a shock to Texas exhibitors who are filing protests and declaring that the organization is of invaluable service, it was reported.

Rorex estimated the attendance at the conference would have been 2,000, predicated on last year's conference attendance of 983 registrations.

Rorex averred, "It is regretted that this conference had to be cancelled as the present agenda included many aspects vital to the industry."

Goldfinger, Hippodrome, Cleveland.

PORTLAND—W. Adamson, Portland; Al Forman, Portland and Salem, Ore., and Russ Brown, general manager, Evergreen Theatres Circuit.

CINCINNATI—Phil Chakeres, Chakeres Circuit, Springfield, O.; Rube Shor, Cincinnati, and J. S. Joseph, Jor Circuit, Parkersburg, W. Va.

CALGARY—J. B. Barron, Uptown Theatres, Calgary; J. Feldman, Calgary, and A. W. Shackelford, Paramount, Lethbridge, Alta.

BUFFALO—Louis Schine, Schine Circuit; Byron Linn, Comerford Circuit, Scranton, Pa., and Elmer Lux, Elmart Theatres.

KANSAS CITY—Elmer C. Rhoden, Fox Midwest; Howard E. Jameyson, Commonwealth Theatres, Inc., and Glen W. Dickinson, Sr., Dickinson Operating Company, Mission, Kans.

NEW ORLEANS—Page Baker, Theatre Service Corporation; Joy Houck, Houck Circuit, and J. G. Broggi, Exhibitors Representative Service.

INDIANAPOLIS—Frank J. Benedict, Quimby Theatres, Fort Wayne, Ind.; D. Irving Long, Fourth Avenue Amusement Company, Louisville, Ky.; Dale McFarland, Greater Indianapolis Amusement Company, Indianapolis, and Bob Jones, Affiliated Circuit, Indianapolis.

NEW HAVEN—I. J. Hoffman, Connecticut Theatres; Harry F. Shaw, Loew's Poli Theatres, and Dr. J. B. Fishman, Fishman Circuit.

ST. JOHN, N. B.—Mitchell Bernstein, B and L Theatres; Joshua Lieberman, B and L Theatres, and A. I. Garson, Odeon-Garson Theatres.

JACKSONVILLE—Leon D. Netter, Florida State Theatres, Jacksonville; Sidney Meyer, Wometco Theatres, Miami, Fla.; Mitchell Wolfson, Wometco Theatres, Miami, and B. B. Garner, Talgar Theatres.

SALT LAKE CITY—Ray Hendry, Paramount Intermountain Theatres; Clyde A. Blasius, Associated Amusement Company, and D. K. Edwards, Joe L. Lawrence Circuit.

DETROIT—Harold H. Brown, United Detroit Theatres, Detroit; Montague F. Gowthorpe, Butterfield Theatres, and

(Continued on page 20)



The **CHEERS** HAVE STARTED fo

"Tremendous draw of Curtis and strong exploitation possibilities makes this a money-maker!"

SHOWMEN'S TRADE REVIEW



"The dollar returns should be most satisfactory!"

BOX OFFICE

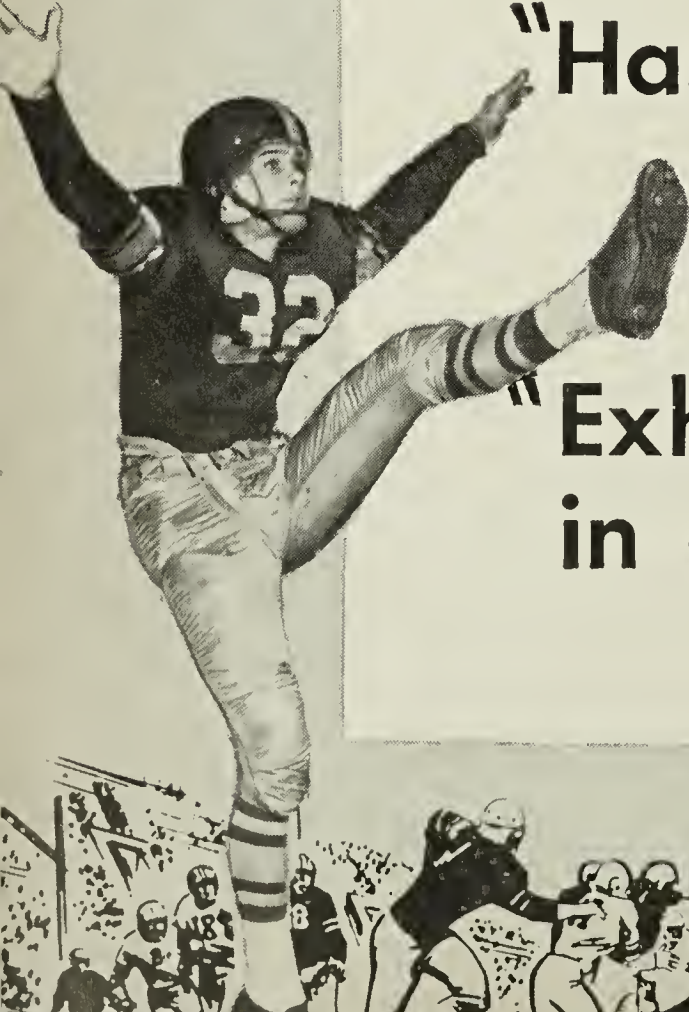
"Top B.O. should be a box-office magnet!"

HOLLYWOOD REPORTER



"At 'sneak preview' packed house voiced approval with roars and screams of delight!"

MOTION PICTURE HERALD



"Has click written all over it... stands to be strong success!"

FILM DAILY

"Exhibitors should be able to cash in on this!"

MOTION PICTURE DAILY



TONY CURTIS *as*

THE

ALL AMERICAN

CO-STARRING **LORI NELSON**

**PRE-
RELEASE
LAST
WEEK
IN
SEPTEMBER**



Introducing

MAMIE VAN DOREN



with GREGG PALMER · RICHARD LONG · PAUL CAVANAGH · HERMAN HICKMAN

DIRECTED BY JESSE HIBBS · SCREENPLAY BY D. D. BEAUCHAMP · PRODUCED BY AARON ROSENBERG · A UNIVERSAL-INTERNATIONAL PICTURE

U-I *still leading the Profit Parade!*

This Was The Week When . . .

UA announced that Coley Wallace, playing the title role in "The Story Of Joe Louis", had resumed his professional career as a boxer, and would be introduced on TV and radio broadcasts of his bouts as the star of the film. . . . Spyros P. Skouras, 20th-Fox president, went to Europe for several weeks in the interests of CinemaScope. . . . MGM revealed that "Take The High Ground" would have a series of five all-Texas city preview premieres during the week of Sept. 20 in El Paso, San Antonio, Houston, Dallas, and Fort Worth. . . . Carroll Pictures, Inc., announced that it would distribute two English films, "Mr. Denning Drives North" and "Lady Godiva Rides Again."

20th-Fox brought in six branch heads for a one-week visit to New York to familiarize them with home office procedure. . . . The gala world premiere of "The Caddy" was held by Paramount at Loew's Ohio, Columbus, O., in connection with the National Caddies Association. . . . The gala premiere of Paramount's "Little Boy Lost" was scheduled for the Rivoli, New York City, following "The Sword And The Rose", with all proceeds going to the Memorial Press Center Fund of the Overseas Press Club. . . . The American premiere of "The Beggar's Opera" was held at the Baronet, New York City. . . . Rodgers and Hammerstein announced that "Oklahoma!" will be filmed in the new Todd-AO 65mm. one-projector audience participation process conceived by Michael Todd and developed by Dr. Brian O'Brien of the American Optical Company, with Arthur Hornblow, Jr., producing, Fred Zinnemann directing, Harry Stradling the cinematographer. . . . "Tanga Tika", documentary color film of Tahiti, was accepted for showing on one of the 16 programs presented at the Venice Film Festival.

UA announced that a meeting of district managers would be held at the New York home offices on Sept. 3 and 4, with top executives also in attendance. . . . E. O. Wilschke, Altec operating manager, left for a country-wide swing among the various offices. . . . "Martin Luther" was one of the main attractions at the Edinburgh Film Festival. . . . Allied Artists executives and branch managers held a meeting at the Drake Hotel, Chicago. . . . The American premiere of "The Young Caruso", distributed by IFE, was set for the Larkin, San Francisco, on Sept. 18.

William W. Howard, vice-president, RKO Theatres, said that more than 50 per cent of the circuit's houses are now equipped with Miracle Mirror wide-screens. . . . MGM set up additional personal appearances for Elaine Stewart in connection with "Take The High Ground", in Ansco Color.

Lichtman

(Continued from page 17)

James F. Sharkey, Co-operative Theatres of Michigan.

MINNEAPOLIS—Harry French, Minnesota Amusement Company; Eddie Ruben, Welworth Theatres, and Frank Mantzke, Northwest Theatre Service Company.

MONTREAL—J. Arthur Hirsh, Consolidated Theatres Limited; George Ganetakos, United Amusements Limited, and Leo Choquette, Laurentide Theatres Limited.

CHARLOTTE—H. H. Everett, Stewart and Everett Theatres, Charlotte, and E. G. Stellings, Stellings-Gossett Theatres, Charlotte.

WINNIPEG—W. W. Winterton, Capitol, Saskatoon, president, Saskatchewan Exhibitors Association; I. Reinhorn, Regal Amusement Company, Winnipeg, Manitoba, and R. Miles, Western Theatres Limited, and president, Manitoba Exhibitors Association.

ATLANTA—J. H. Harrison, Wilby Theatres; Kermit Stengel, Crescent Amusement Company, and John Sembler, Georgia Theatres Company.

MILWAUKEE—Harold J. Fitzgerald, president, Fox Wisconsin Theatres; L. S. Gran, Standard Theatres Management Corporation, and J. B. Schuyler, Delft Theatres, Inc.

LOS ANGELES—Charles P. Skouras, National Theatres, Mike Rosenberg, and William Spere.

DENVER—Robert Selig, RKO Inter-mountain Theatres; Pat McGee, Cooper Foundation Theatres, and Charles Gilmour, Gibraltar Circuit.

SAN FRANCISCO—Mike Naify, president, United California Theatres; Joseph Blumenfeld, Blumenfeld Theatres Corporation, and Esmond Parker, Consoli-

dated Amusement Company.

SEATTLE—Frank Newman, Sr., Will J. Conner, and John Danz.

OKLAHOMA CITY—Joe Turner, Lawton Theatres, Lawton, Okla.; Ralph Drewry, Downtown Theatres, Tulsa, Okla., and Pat McGee, Cooper Foundation Theatres.

DALLAS—Robert J. O'Donnell, Interstate Theatres; Claude Ezell, president, International Drive-Ins Association, and Colonel H. A. Cole, president, Allied Theatre Owners of Texas.

OMAHA—Pat McGee, Cooper Foundation Theatres; A. H. Blank, and Ralph Goldberg.

PITTSBURGH—Bert Stearn, Co-Operative Theatre Service; Moe A. Silver, Stanley Warner Theatres, and Ted Manos, Manos Theatres Company.

ALBANY—Louis Schine, Schine Circuit; Mike Kallet, Kallet Theatres, and Walter Reade, Jr.

ST. LOUIS—Edward Arthur, Fanchon and Marco Theatres; James Frisina, Frisina Circuit, and John Menardi.

Eastman Earnings Increase

ROCHESTER, N. Y.—It was reported last week that sales of Eastman Kodak and consolidated subsidiaries in the United States reached a new high of \$286,382,170 for the 24 weeks ended on June 14, as compared to \$249,924,131 in the same period last year. Net earnings for the period increased from \$18,178,388 in 1952 to \$22,531,833, equal to \$1.28 per common share, compared with \$1.08 for the first half of 1952. Because of a five per cent dividend paid on May 29, 1953, shares outstanding increased from 16,531,580 in mid-year 1952 to 17,365,289 in midyear 1953.

Union's Rights Upheld By NLRB Decision

WASHINGTON—In an advisory opinion last fortnight, the National Labor Relations Board general counsel explained the rights of employers and unions in several disputed situations affecting theatre operation, that the union was within its rights in demanding two projectionists in a booth because it was shown that both men work. The United States Supreme Court had ruled that "featherbedding" exists only where work is not to be done by the extra employe or employes.

The opinion also said, "In regard to the union's good faith belief that the operations involved were intra-state and not within the jurisdiction of the board, the general counsel concluded that the board did have jurisdiction, and the mistaken belief of the union that the board had no jurisdiction was no defense."

Highest Court Gets Ohio Censor Case

WASHINGTON—The U. S. Supreme Court was told last week in a brief submitted by Superior Films, producer of "M", that Ohio's banning of the film presents substantial constitutional questions, and the high court was asked to disregard an earlier brief submitted by the state of Ohio asking that Superior's appeal be dismissed.

Superior denied the contention of the state that the Ohio statute is designed to exclude only obscene, immoral films or those designed to incite crime or riot, and claimed that the State Supreme Court "said nothing which confines the state's power to such criteria."

Ohio had also contended that the Supreme Court had no jurisdiction of that part of the appeal arguing that the statute denies Superior equal protection of the laws on the grounds that the issue had not been presented to the Ohio Supreme Court. The Superior brief answered that the issue had been brought before the state court, and cited a comment by an Ohio Supreme Court judge to prove it had been argued that "M" could be shown on Ohio television stations, although banned to theaters.

Ohio also argued that the Supreme Court lacks jurisdiction over that portion of the appeal attacking the license fee provisions of the Ohio statute as an unconstitutional tax. The original suit attacked both the censorship of "M" and the \$3 per reel charge for censorship.

Telemeter Test Set For Palm Springs In Nov.

NEW YORK—Paul McNamara, vice-president, International Telemeter Corporation, 50 per cent owned by Paramount, revealed last fortnight that Telemeter pay-as-you-see TV system will go into operation on Nov. 1 in Palm Springs, Cal.

The picture selected for the opening of the new system will be transmitted directly into the homes of subscribers from one of the two theatres operated by Earl C. Strebe.

Exhibitor Unit Starts Lens Exchange System

ELMA, IA.—A bulletin of the Allied Independent Theatre Owners of Iowa, Nebraska, Southern South Dakota, and Mid-Central last week indicated that the unit was starting a service whereby member theatres would exchange lenses among themselves to be used for wide-screen attractions.

Stanley Warner Shows Loss In Quarter

NEW YORK—Stanley Warner Corporation and subsidiary companies last week reported for the quarter ending on May 30, 1953, a loss of \$360,663, which includes a loss of \$258,850 from sales of capital assets. The operating results for the quarter were adversely affected by charging to the expense of the quarter non-recurring items relating to the organization of the company and expenses incurred in adapting theatre equipment to show the new 3-D pictures.

Gross income for the quarter amounted to \$12,489,316, comprising theatre admissions and miscellaneous theatre income of \$11,550,099; rents from tenants \$780,113; interest and discount earned \$46,604, and dividends from affiliated companies, \$112,500.

This report is the first quarterly report of Stanley Warner Corporation and its subsidiary companies, and it is difficult to furnish comparable data for the quarter which ended on May 31, 1952, because the theatres now operated by Stanley Warner Corporation constituted a part of the operations of Warner Brothers Pictures, Inc., and its subsidiary companies.

Boxoffice receipts for comparable theatres for the current quarter to date are higher than those for the same period one year ago.

The financial benefits from the agreements concluded on Aug. 13, 1953, relating to the acquisition of licenses to produce, distribute, and exhibit motion pictures utilizing the Cinerama process will be reflected in the future earnings of Stanley Warner.

Place Praises CinemaScope

NEW YORK—"CinemaScope will bring about a revolution in the film industry," Hermann Place, president, General Precision and National Theatre Supply, declared last week, speaking at a specially-convened CinemaScope clinic for sales representatives of the company at the home office of 20th-Fox.

Al Lichtman, 20th-Fox director of distribution, opened the meeting, and expressed thanks to Place and his associates for their cooperation. He introduced Walter Green, president, National Simplex-Bloodworth, who spoke of the exhibitor interest and response to CinemaScope.

Next speaker was Earl I. Sponable, research director, 20th Century-Fox, who introduced his assistant Herbert Bragg to further outline technical details of the Miracle Mirror screen.

Previously, 20th-Fox had met with RCA executives and dealers in discussions and demonstrations.

Paramount Creates New Assistant Division Posts In A Realignment

NEW YORK—A number of high level promotions in Paramount's national sales organization were announced last week by A. W. Schwalberg, president, Paramount Film Distributing Corporation.

Under the new setup, three branch managers have been elevated to assistant division managers, newly created posts. John G. Moore, Boston branch manager, becomes assistant division manager, and will supervise Boston, New Haven, Albany, and Buffalo. W. Gordon Bradley, Atlanta branch manager, is named assistant division manager with supervision over Atlanta, Charlotte, Jacksonville, and New Orleans. Both of these men will operate under Hugh Owen, eastern and southern division sales manager. H. Neal East, San Francisco branch manager, becomes assistant division manager under George Smith, western division sales manager, and will supervise Los Angeles, San Francisco, Portland, Seattle, Denver, and Salt Lake City.

Owen and Smith will be free to devote additional time to the many mutual problems of exhibitor and distributor. Also, Owen, under the new setup, will be able to devote himself increasingly to work on a national level as executive assistant to E. K. O'Shea, Paramount distribution vice-president.

The branch manager promotions created by the advancement of Moore, Bradley, and East are as follows:

Jack L. Stevenson, San Francisco sales manager, becomes San Francisco branch manager; Foster Hotard, Atlanta salesman, becomes Atlanta branch manager, and Jack Brown, Boston sales manager, becomes Boston branch manager. Moore's headquarters as assistant division manager will be in Boston, Bradley's will be in Atlanta, and East's will be in Los Angeles.

Altec In Germany

NEW YORK—E. O. Wilschke, Altec operating manager, last week announced completion of arrangements with 20th-Fox whereby Altec has assigned one of the company's headquarter supervisory technicians to supervise upcoming CinemaScope demonstrations abroad. Fred Pfeiff, selected by Wilschke for the important European assignment, left for Frankfurt. Following his supervision of the CinemaScope demonstration in Germany, Pfeiff proceeded to Italy, where he was to perform the same function during the unveiling of CinemaScope at the annual International Film Festival in Venice.

Stars' Tax Law Changed

DENVER—President Eisenhower last fortnight signed into law a bill known as the Technical Changes Act of 1953, designed to prevent stars and other high-salaried Americans from avoiding payment of United States taxes on income earned abroad. For many years, Congress has exempted from income taxation the earnings of citizens who were bona fide residents of foreign countries for specified periods.

Nord Single-Strip 3-D Demonstrated On Coast

HOLLYWOOD — Demonstrations of the Nord 3-D single-strip extended-area process were held last fortnight at the Pickfair showing footage made with a Nord camera and sequences from UA's "I, The Jury", optically printed from original twin negatives on to a single Nord strip, projected on the prepared screen giving a picture 13 feet high and 23 feet wide.

Nord executives pointed out that they are concentrating in making single-strip 3-D practicable with existing two-strip pictures.

It was said that equipment for the average-sized theatre using a picture similar to the Pickfair's might approximate \$1,500.

TOA Training Film Due At Convention

NEW YORK—The Theatre Owners of America's first training film for theatre employes will be previewed at the annual TOA convention and trade show at the Conrad Hilton Hotel, Chicago, from November 1-5, it was announced last week by TOA President Alfred Starr.

Production of the first of what will be a series of training films on the various aspects of theatre operation is already under way. The first film, "Courtesy Is Contagious", covers the importance and necessity of courtesy to patrons by cashiers, doormen, ushers, candy stand attendants, porters, and matrons.

The film marks the first time that theatre owners will use their own screens for the training of their own staffs, utilizing a film made specifically for that purpose.

Filmack Trailer Company, Chicago, through its president, Irving Mack, has underwritten the production of this first film as an industry service, and will distribute both 35mm. and 16mm. prints to theatres.

The film is being produced by Video Pictures, Inc., New York City. Martin Henry, vice-president in charge of production for Video, is producing and directing it, and it will run approximately 12 minutes. The script was prepared by H. A. Woodmansee, Video Productions, under Walter Reade's supervision. Managers from small and large theatres have been called in to act as "technical advisers" during its production.

Intended to encourage foreign employment of United States technicians, the law was discovered to have been subject to abuse by persons seeking to avoid payment of United States incomes taxes. The President's signature changed the law to limit to \$20,000 a year the amount of exempt earnings for individuals who have been abroad for at least 17 of 18 consecutive months. Amounts over \$20,000 would be subject to tax.

PRAISE TO THE SKY!



THE *Hollywood* REPORTER

'ISLAND IN SKY' SOLID B.O. SMASH FOR WAYNE-FELLOWS

John Wayne Tops In Wellman Picture

ISLAND IN THE SKY
(Wayne-Fellows-Warner Bros.)

Director.....William A. Wellman
 Screenplay.....Ernest K. Gann
 From his novel "Island in the Sky"
 Photography.....Archie Stout
 Aerial cameraman.....William Clothier
 Art director.....James Basevi
 Music.....Emil Newman
 Sound.....Earl Crain, Sr.,
 Ed Borschell.
 Edited by.....Ralph Dawson

Cast: John Wayne, Lloyd Nolan, Walter Abel, James Arness, Andy Devine, Allyn Joslyn, James Lydon, Harry Carey, Jr., Hal Bator, Sean McClory, Wally Cassell, Gordon Jones, Frank Fenton, Robert Keys, Sumner Getchell, Regis Toomey, Paul Fix, Jim Dugan, George Chandler, Louis Jean Heydt, Bob Steele, Darryl Hickman, Touch Connors, Carl Switzer, Cass Gidley, Guy Anderson, Tony DeMario.
 (Running time—108 minutes)

A gripping, suspense-laden epic of the air, "Island in the Sky" is that rare combination of expert writing, acting and directing that holds an audience enthralled from the opening shot to the close 108 minutes later. With John Wayne lending marquee strength and contributing one of his finest performances, "Island" should become one of the year's heaviest grossers. This third production for the Wayne-Fellows organization marks a giant step forward, placing the outfit among the top-ranking independents.

Ernest K. Gann's screen adaptation of his novel is a forceful piece of writing, given a masterful directorial job by William A. Wellman. The story itself is a simple, straight-line narrative about an Air Force transport plane forced down in the bleak wastes of Labrador and the efforts of a rescue squadron to locate the plane and crew in a frozen area so desolately wild it had never been charted.

Wayne is the skipper of the forced-down plane, confronted with the problem of keeping his men alive for the week or so he figures it will take to be found. Food is scarce, there being just enough to keep them meagerly fed for six days. With the temperature between 40 and 70 below zero, the danger of freezing to death is always present. To add to that, power for the plane radio soon goes, the only hope for giving their location lying in a small, hand-operated emergency radio capable of broadcasting only a few miles. There is no chance of lighting signal fires as the trees are too frozen to do more than smoke.

With so little to go by, the survivors of the crash landing are finally located, and it makes for as thrilling a motion picture as has come along in some time.

Wayne is magnificent as the pilot, scared himself but burdened with the responsibility of keeping up the morale of his men and keeping them alive. Sean McClory is excellent as the co-pilot who disobeys orders, wanders off in the flailing snow and freezes to death just a few feet from the plane

and safety. Wally Cassell turns in a splendid job as the radio man who desperately nurses his instrument along until the last bit of power is gone. Andy Devine is better—and bigger—than ever, turning in a top stint as one of the rescue pilots, with Lloyd Nolan, James Arness and Allyn Joslyn standing out as other pilots. Walter Abel scores effectively as a harassed colonel in charge of rescue operations, with standout performances contributed by James Lydon, Hal Baylor, Carl Switzer, Tom Irish, Gordon Jones and Frank Fenton. Uncredited but making a moving impression in a poignant telephone scene is Dawn Bender as the wife of one of the wrecked crew.

Wellman maintains a taut mood throughout and certainly deserves much of the credit for the consistently fine performances. No small factor in the gripping quality of the film is the music score by Emil Newman.

Photography by Archie Stout and the aerial camerawork of William

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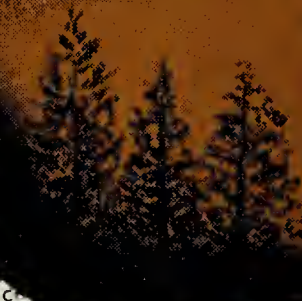
Maurice
play a feat
which will be
in London starting late this month.

Clothier are outstanding, both coming through with unusual angles. Particularly effective and carrying a strong impact is a shot apparently taken from under the ship showing the crash-landing.

Film carries a brief intermission, the break being skillfully interposed without affecting the mood. Picture was previewed at the Hollywood Paramount, benefitting by the use of wide-screen and stereophonic sound.

—Milton Luban.

JOHN WAYNE IN Island in the Sky



THE BIG, BIG LABOR DAY ATTRACTION FROM WARNER BROS!

WAYNE

on the Sky

From the blood-racing adventure best-seller by Ernest K. Gann, author of 'The High and The Mighty'

CO-STARRING


LLOYD NOLAN • WALTER ABEL • JAMES ARNESS • ANDY DEVINE

WITH ALLYN JOSLYN • JAMES LYON • HARRY CAREY, JR. • HAL BAYLOR • SEAN McCLORY

WALLY CASSELL • GORDON JONES • SCREEN-PLAY BY ERNEST K. GANN

DIRECTED BY WILLIAM A. WELLMAN

A WAYNE-FELLOWS PRODUCTION • DISTRIBUTED BY WARNER BROS.



The story
of a
far-flung
air-rescue
against
unbelievable
odds
...of Dooley,
who beat
his way back
from a
wild white-hell
--to where
his woman was!



Sound

THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS



Konecuff

(Continued from page 12)

with the result that after one scene they had to wait five days for cuts to heal.

CinemaScope, which he labelled just as important as the development of sound in the industry, would see more legitimate actors and directors, from the stage that is, Hollywood-bound, when they witness the medium in action because there is a marked similarity in the methods.

Koster recalled how he got the assignment for "The Robe" in the first place. When he heard that the studio was definitely set on making the film, he urged producer Frank Ross to consider Richard Burton for one of the leads. He even sent over tests made with Burton. Ross was impressed with Burton, and one day told Koster that he would be signed for the role. Then he asked Koster how he would like to direct the film, relating that he liked the tests as well as the films he had made for the past 16 years, mostly musicals. Koster was overwhelmed, and, of course, accepted.

His next film is not yet set, but since he is familiar with musicals, he would like to try one in CinemaScope. He will spend a month in Europe visiting and discussing CinemaScope with technicians, actors, exhibitors, etc. He is due to return just prior to the opening of "The Robe" at the Roxy.

RECORDING: The other ayem producer Sterling Silliphant called and asked, "How would you like to come over and watch the music being recorded for "The Joe Louis Story?"

We replied, "of course", and sweeping everything off our desk, we ran over to the studios of WMCA. We arrived to find conductor-composer George Bassman in action before a 62-piece musical congregation, with Silliphant on the sidelines munching on his finger nails and watching the clock. We joined him, and the only reason we watched the clock when he did was because it was close to lunch time.

In between watching and munching, we learned that Bassman was with MGM for 12 years, and did the recording on such entries as "The Canterville Ghost", "The Postman Always Rings Twice", "The Wizard Of Oz", "Cabin In The Sky", "The Clock", and others. He also happened to write a popular tune, "I'm Getting Sentimental Over You", and recorded the theme music for the film in record form, entitled "There You Go", which is what trainer Jack Blackburn used to remark whenever Joe Louis did anything to please him, and the thing sounds like it could be a hit to our untrained ear. This will be plugged and promoted via disc jockeys the country over, and should assist in the film's playoff.



The chest of Walt Disney's Mickey Mouse swells with modest and pardonable pride as his erstwhile pal, Goofy, is about to present him with this huge cake personally baked by the latter in commemoration of Mickey's 25th anniversary, currently being celebrated nationally with the RKO release of "Mickey's Birthday Party," a combination of six previously released cartoons.

Silliphant believed that this was the largest group ever gathered to record a film in the east, and it used the Disney method of dubbing the music, which consists of timing and writing to the frame rather than playing to a projected image. Much the wiser and hungrier, we decided to leave at this point and we bade Silliphant adieu.

MORE ON PRODUCTION: Al Palca, budding young producer who abandoned the field of press agency for greener pastures and more money, insisted on telling us all about various and sundry items over lunch. Catching us where we are weakest, we agreed to munch a hamburger at Lindy's and listen.

In between bites and signals to the waiter, Palca thought that TV has not knocked the industry flat on its film cans, and this can be attested to by the fact that here are a number of young men entering the production field who think that there is a buck therein.

Palca was associate producer and writer on a Columbia release, "The Harlem Globetrotters", which he has learned has had 11,000 dates thus far. He then reasoned by making a bigger and better film using the Globetrotters, and putting in an interesting story, paying more attention and money for the editing, direction, music, casting, etc., that he could come up with a winner that should better the 11,000 figure. The fact that the Globetrotters have gained more in popularity is a factor, too.

The film was cameraman James Wong Howe's first crack at direction and Dane Clark as well as a good many of the famous basketball players are to be found herein. At the moment, Palca, slightly bleary eyed from huddling over a Movieola with his editing staff, is aiming at a Sept. 1 completion date, at which time the epic will be available for all distributor representatives and for screening.

This fall, nearly all sporting events and TV coverage thereof will have plugs on the film, which, by the way, is called "Go, Man, Go", and the special song that was written for it will get extensive plugging. He has a huge saturation campaign planned for the release of the feature.

Palca thought that "The Harlem Globetrotters" was just a trailer for his latest release, and wants everybody to know that he has a winner with a yarn that

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

COLUMBIA

"Sky Commando"—For the duallers.
"Conquest Of Cochise"—For the duallers.

WB

"The Diamond Queen"—Costume melodrama will fit into the twin bills.

contains humor, drama, action, and plenty of exploitation possibilities. We hope he's right as we need more of this young blood in the business that is willing to tell us these things over lunch. It keeps expenses down.

THE METROPOLITAN SCENE: That four-minute trailer on CinemaScope and "The Robe", featuring background, production scenes, the introduction of the personalities, and a talk by Darryl Zanuck on the future of the company's production should get good reaction in theatres. It's well-done, and informative. . . . That TV and radio campaign on Paramount's "The War Of The Worlds" is certainly assisting in putting it in the better business category. One of the sparkplugs of the campaign is Jerry Gottlieb, handling the TV and radio end under the direction of Jerry Pickman, Herb Steinberg, and Burt Champion, and doing a very fine job. . . . Burt Sloane, new trade press contact at United Artists, was formerly with Paramount. . . . Reminder: We have to get to see "Gentlemen Prefer Blondes" again before it leaves the Roxy. . . . "Roman Holiday" is hailed as the "Picture of the Month" by the New York Subways System. It opens at the Radio City Music Hall on Aug. 27. . . . Martin and Lewis open at the Paramount today (Aug. 26) so don't get too close without proper precautions. . . . Film and TV rights to the suspense yarn "Five Against The House", currently in serial form in Good Housekeeping, have been acquired by independent producer Sterling Silliphant. The latter plans to produce it next summer in Chicago and Reno, the locales of the novel, with a number of stage personalities. . . . Word has it that the office of William O'Dwyer in Mexico City is the center of Mexican show biz. . . . Agent Abe Feinberg is booking "Clarabell" and big top clowns in New England houses, having just returned from a tour promoting "Mrs. America" contests. . . . U-I is out with an effective 3-D type mailing piece on "Wings Of The Hawk", and okeh pressbook is out on "The Stranger Wore A Gun."

Gunzberg Suggests 2-D Titles

HOLLYWOOD—Milton Gunzberg, president, Natural Vision Corporation, suggested last week that main titles and credit titles to 3-D films be made in 2-D. He directed the appeal to the Motion Picture Research Council, the Society of Motion Picture and Television Engineers, and all film title companies, explaining that if his suggestions were followed, "Projectionists would find their jobs less arduous and producers would be assured their pictures would stand a better chance of being projected correctly."

FOR SALE

Modern Brick 275-seat theatre. All new Matigraph equipment in 1949, easily adaptable to wide screen. Also Sada Shop and 5 room apartment. Included is 50 x 50 foot three story store now rented as a hardware store. In addition, I have approximately 10 acres of ground now under development as residential section.

Call or Write J. D. STRADLEY
CECILTON, MARYLAND 3551

The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (AUGUST 26, 1953)

- Registering grosses in the highest brackets.
- Good, although not breaking down the walls.
- Just fair, nothing out of the ordinary, average.
- Disappointing, below what was expected.

The Week's Newcomers

- A BLUEPRINT FOR MURDER** (76m.) (20th-Fox)
- DEVIL'S CANYON (3-D)** (91m.) (RKO)
- MISTER SCOUTMASTER** (87m.) (20th-Fox)
- SAILOR OF THE KING** (83m.) (20th-Fox)
- THE STAND AT APACHE RIVER** (77m.) (U-I)

Continuing

- ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE** (76½m.) (U-I)
- ARENA (3-D)** (73½m.) (MGM)
- ARROWHEAD** (105m.) (Paramount)
- COLUMN SOUTH** (84m.) (U-I)
- FRANCIS COVERS THE BIG TOWN** (86m.) (U-I)
- FROM HERE TO ETERNITY** (118m.) (Columbia)
- GENTLEMEN PREFER BLONDES** (91m.) (20th-Fox)
- HANNAH LEE (3-D)** (79m.) (Broder)
- HOUDINI** (106m.) (Paramount)
- I, THE JURY** (87m.) (3-D) (UA)
- INFERNO (3-D)** (83m.) (20th-Fox)
- IT CAME FROM OUTER SPACE** (81m.) (3-D) (U-I)
- LATIN LOVERS** (104m.) (MGM)

- MAIN STREET TO BROADWAY** (102m.) (MGM)
- MELBA** (113m.) (UA)
- RETURN TO PARADISE** (88m.) (UA)
- RIDE, VAQUERO** (90m.) (MGM)
- SECOND CHANCE** (81m.) (RKO)
- SO THIS IS LOVE** (101m.) (WB)
- THE AFFAIRS OF DOBIE GILLIS** (73m.) (MGM)
- THE BAND WAGON** (112m.) (MGM)
- THE CHARGE AT FEATHER RIVER (3-D)** (96m.) (WB)
- THE FARMER TAKES A WIFE** (81m.) (20th-Fox)
- THE 5000 FINGERS OF DR. T** (88m.) (Columbia)
- THE GLORY BRIGADE** (82m.) (20th-Fox)
- THE KID FROM LEFT FIELD** (80m.) (20th-Fox)
- THE MASTER OF BALLANTRAE** (89m.) (WB)
- THE MOON IS BLUE** (90m.) (UA)
- THE SWORD AND THE ROSE** (92m.) (RKO)
- THE WAR OF THE WORLDS** (84m.) (Paramount)
- THUNDER BAY** (102m.) (U-I)
- VICE SQUAD** (87m.) (UA)
- YOUNG BESS** (112m.) (MGM)

PEOPLE

MILWAUKEE—Alfred D. Kvoool, Stanley Warner zone manager since 1951, has resigned effective on Aug. 28 to become general manager, Standard Theatres, Inc., succeeding L. F. Gran, entering TV. Kvoool, who headquartered in Chicago, directed 33 theatres as SW manager, seven in Milwaukee, eight elsewhere in Wisconsin, and houses in Chicago, Oklahoma, and Memphis, Tenn. With Standard, Kvoool will have charge of 32 theatres in Wisconsin. Gran is principal stockholder in a new TV station in Rockford, Ill., and plans to establish one in Green Bay, Wis.

NEW YORK—Edward D. Madden, veteran television and advertising agency executive, has been elected vice-president, Motion Pictures for Television, Inc., it was announced last week by Matthew Fcx, chairman of the board. Madden, until recently vice-president in charge of television operations and sales for the National Broadcasting Company and previously one of the top officers of the McCann-Erickson advertising agency, joins the company on Sept. 1.

NEW YORK—Resignation of Harold Beecroft, as head, Paramount bidding department, to enter business for himself, was accepted last week by the Paramount Film Distributing Corporation. Beecroft, who headed the bidding department for three years, came to Paramount from Eagle Lion, where he had been south-central division manager. Beecroft now will operate a Chevrolet dealership in Chicopee, Mass.

CHICAGO—At the annual stockholders' meeting last week of the Filmack Trailer Company, Irving Mack was reelected president. The other officers elected to the board were: Joseph Mack, vice-president; Bernard Mack, secretary, and Donald Mack, treasurer. John Wenner, of Daniel F. Rice and Company, members of the New York Stock Exchange, was also elected a member of the board.

NEW YORK—William P. Rosensohn, vice-president, Box Office Television, Inc., announced last week that the company has appointed J. Walter Kennedy, former publicity director, Notre Dame University, to take charge of all publicity on the forthcoming BOTV-sponsored Notre Dame football game theatre telecasts. BOTV also named Monroe Greenthal as its advertising agency.

NEW YORK—Albert A. Duryea was elected last week to the post of vice-president in charge of east coast operations, Pathe Laboratories. Duryea, director of engineering and research for Pathe, joined the company in 1942, and has had more than 20 years of experience in film laboratory engineering. He will supervise Pathe's New York operations.

COMPO Meets In September

NEW YORK—Robert Coyne, COMPO special counsel, announced last week that the executive committee, board of directors, and possibly the tax repeal committee will meet during September to determine a course of action on future activities.

ANOTHER 3-D CLASSIC BIG NAME CAST

HOWARD HUGHES

presents

DEATH



... fighting lions
jungle beasts for the
love of one woman!

Color by

TECHNICOLOR

starring

**VIRGINIA MAYO · DALE ROBERTSON
STEPHEN McNALLY · ARTHUR HUNNICUTT**

An **EDMUND GRAINGER** Production

Photographed in
NATURAL VISION 3-D

Screenplay by
FREDERICK HAZLITT BRENNAN

Directed by
ALFRED WERKER

Produced by
EDMUND GRAINGER

RKO

CHAMPION WITH A ST FROM RKO!

DEVIL'S CANYON

... WITH A GREAT CAST OF PLAYERS, AND IN COLOR BY TECHNICOLOR, THIS SENSATIONAL RKO 3-D FILM IS BEING BOOKED BY BIG KEY THEATRES ALL OVER THE NATION. BACKED BY THE HIGHEST EXHIBITOR PRAISE, 'DEVIL'S CANYON' IS CERTAIN TO ESTABLISH THE SAME SPECTACULAR GROSSES AS 'SECOND CHANCE', THAT NO. 1 BOX OFFICE ATTRACTION.

Here are just a few of the situations where
'DEVIL'S CANYON' will open soon:

<u>CITY</u>	<u>THEATRE</u>
NEW YORK	Criterion
SAN FRANCISCO	Golden Gate
LOS ANGELES	Pantages & Hillstreet
ST. PAUL	Orpheum
CLEVELAND	Palace
PHILADELPHIA	Stanley
AUSTIN, Tex.	State
PITTSBURGH	Stanley
OMAHA	Brandeis
DALLAS	Majestic
CINCINNATI	Albee
MILWAUKEE	Warner
INDIANAPOLIS	Indiana
CEDAR RAPIDS	Iowa

<u>CITY</u>	<u>THEATRE</u>
DUBUQUE	Orpheum
NEW ORLEANS	Orpheum
WASHINGTON	Keith
BUFFALO	Century
CHAMPAIGN, Ill.	Orpheum
GRAND RAPIDS	Keith
BIRMINGHAM	Melba
COLUMBUS	Palace
PROVIDENCE	Albee
JACKSONVILLE	St. Johns
KANSAS CITY	Missouri
MINNEAPOLIS	Orpheum
SYRACUSE	Keith
EL PASO	Plaza

<u>CITY</u>	<u>THEATRE</u>
SAN ANTONIO	Majestic
FT. WORTH	Majestic
AMARILLO, Tex.	State
FRESNO, Cal.	Warner
DENVER	Orpheum
DES MOINES	Orpheum
ROCHESTER	Palace
WATERLOO	Orpheum
ATLANTA	Paramount
DAYTON	Keith
OKLAHOMA CITY	Center
MONTREAL	Prince
BOSTON	Keith
LOWELL, Mass.	Keith

Miscellaneous

In the Newsreels

IN ALL FIVE:

Chicago: Detroit Lions top College All-Stars 24-10. Denver: President Eisenhower shows form on golf course.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 68) Greek Isles: Earthquakes. New York City: UN session opens. Korea: All quiet. England: Train wreck near Manchester.

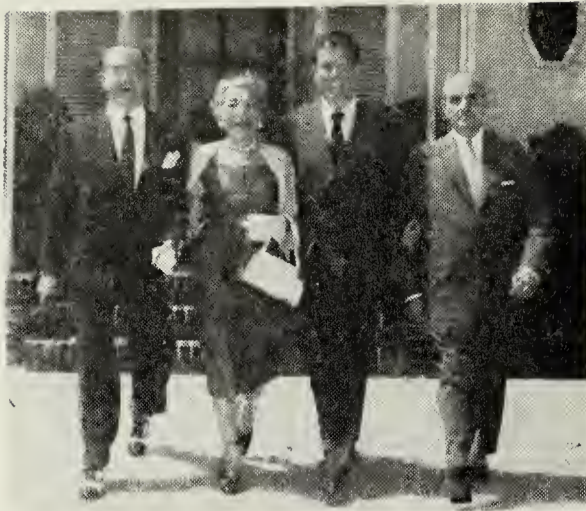
NEWS OF THE DAY (Vol. XXIV, No. 302) Greek Isles: Earthquakes. Iran: Shah Pahlevi flees. New York City: UN session opens. Washington, D. C.: Admiral Radford and General Ridgway sworn in. Canada: Rotor ride, new thrill in Montreal.

PARAMOUNT NEWS (No. 1) New York City: UN session opens. Korea: South Korean repatriates at ROK reception center near Munsan.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 492) France: Scientists set new record for oceanic descents. Greek Isles: Earthquakes. Washington, D. C.: Admiral Radford and General Ridgway sworn in. Pennsylvania: Triplet calves. Canada: Rotor ride, new thrill in Montreal.

WARNER PATHE NEWS (Vol. 25, No. 3) New York City: UN session opens. Korea: All quiet. Washington, D. C.: Top military men sworn in. France: Scientists set new record for oceanic descents. Hawaii: Fashions with a floral touch.

TELENEWS DIGEST (Vol. 7, No. 34-A) Greek Isles: Earthquakes. France: Strike still paralyzes Paris. Africa: William H. Ball visits Rhodesia. France: Scientists set



Jack L. Warner, Edna Ferber, George Stevens, and Henry Ginsberg are seen recently at the coast Warner studios, where it was announced that Warners planned a production of Miss Ferber's current best-selling novel, "Giant," to be produced in the WarnerSuperScope process.

new record for oceanic descents. Western Germany and England: SHAPE Commander Gruenther views French army construction engineers.

IN ALL FIVE:

Korea: POW's enroute home; Dulles okehs Korea pact.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 67) Off The Virginia Coast: Sea rescue. Switzerland: Jewish Congress at Geneva. New York City: Vishinsky here for UN session. San Francisco: Hoover observes 79th birthday. Grossinger, N. Y., and Greenwood Lake, N. Y.: Marciano and LaStarza in training. Goshen, N. Y.: Helicopter wins Hambletonian.

NEWS OF THE DAY (Vol. XXIV, No. 301) Canada: St. Laurent triumphs. Washington, D. C.: Frances E. Willis sworn as ambassador to Switzerland. Off The Virginia Coast: Sea rescue. England: British miler whips Santee. Goshen, N. Y.: Helicopter wins Hambletonian.

PARAMOUNT NEWS (No. 104) Canada: St. Laurent triumphs. Oakland, Cal.: Rice for Korea. Livonia, Mich.: General Motors fire. Grossinger, N. Y. and Greenwood Lake, N. Y.: Marciano and LaStarza in training. Goshen, N. Y.: Helicopter wins Hambletonian.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 491) Canada: St. Laurent triumphs. Off The Virginia Coast: Sea rescue. Colorado: President Eisenhower signs bills. Oakland, Cal.: Rice for Korea. San Francisco: Hoover observes 79th birthday. Livonia, Mich.: General Motors fire. New York: Styles for little misses. Washington: Slo-Mo-Shun IV takes Gold Cup for second consecutive year. Virginia: Ben Hogan in exhibition match. Goshen, N. Y.: Helicopter wins Hambletonian.

WARNER PATHE NEWS (Vol. 25, No. 2) Off The Virginia Coast: Sea rescue. Livonia, Mich.: General Motors fire. Exclusive: Mrs. Oksana Kasenkina five years after escape to freedom. France: Paris fashions on the River Seine. Grossinger, N. Y. and Greenwood Lake, N. Y.: Marciano and LaStarza in training. England: British miler whips Santee.

TELENEWS DIGEST (Vol. 7, No. 33-B) Korea: POW's enroute home; in Seoul, first ROKS welcomed home. France: General strike spreads in Paris. Germany: East Germans voice thanks for food packages. Coney Island, N. Y.: "Grandma's Day" at Steeplechase Park. Goshen, N. Y.: Helicopter wins Hambletonian.

NATIONAL BOARD OF REVIEW

Aug. 15, 1953

SELECTED FEATURES: "Vice Squad" (UA); "The Maze" (AA); "Latin Lovers" (MGM).

E. J. Schulte Passes

DENVER—E. J. Schulte, 76, veteran exhibitor, died in Chicago last fortnight following an operation. He started in the theatre business in 1921, buying the Rialto, Casper, Wyo., which he still owned at his death. He was president, Rialto Theatre Corporation, with 18 theatres in Wyoming and Colorado; vice-president and director, Gibraltar Enterprises, headquartered in Denver; director, Casper National Bank; chairman of the board, First National Bank, Riverton, Wyo., and president of two Casper real estate firms. Schulte is survived by his widow, a daughter, a son, Russell W. Casper, also active in exhibition, a sister, and two brothers.

New Move In Hughes Case

NEW YORK—It was learned last week that attorneys for Eli Castleman, plaintiff, will ask Judge Ben Harrison at a hearing on Oct. 5 to vacate a dismissal against Howard Hughes, defendant in a stockholder's suit brought by Castleman. The judge dismissed an action against Hughes and other RKO stockholders because defense attorneys said another civil action was filed in Nevada.

Castleman's attorney filed a motion to vacate the dismissal order because he was not aware of it. The suit is based on the sale of RKO to a Chicago syndicate.



the man
with
200 brainpower*

ALTEC SERVICE CORPORATION has more than 200 engineers actively engaged in the servicing of motion picture projection and sound equipment and the investigation of every new projection and sound technique including theatre television. Their knowledge of new equipment and improved servicing techniques is checked at Altec's laboratories and distributed to every Altec Service Man. This circulation of information provides your local Altec Service Man with the useful experience and knowledge of more than 200 fellow engineers. His warehouse of knowledge is your assurance of the right service at the lowest practical cost.



161 Sixth Ave., New York 13, N. Y.

CANDYDLY SPEAKING

IN AN ECONOMY based on competition, the importance of brand names cannot be overemphasized. The public has shown repeatedly its confidence in brand names which have come to stand for superior quality and repeated satisfaction to seller and buyer alike.

THIS PUBLIC trust is a delicate thing, however, and can be abused quite easily. Realizing this, manufacturers of brand merchandise strive to maintain the high quality of their product and the confidence of their customers.

AS THE theatre concession business grew, it was necessary that the theatre operator handle more different types of merchandise, purchase more equipment, and, in general, expend a great deal of time and money building up his extra profits. Like other Americans, he placed his faith in brand names, did business with concerns that had proven their reputability, and reaped satisfaction.

BUSINESS reputations may very well be made through advertising and ballyhoo, but they are kept only by delivering the goods, and the motion picture industry is fortunate in having many concerns in the field of concessions and equipment whose quality merchandise and business integrity have been proven over and over again. These are the concerns who merit your patronage, who have proven equal to the many challenges offered by the industry's rapid growth, and whose products have long pleased both exhibitor and heatregoer.

THERE IS NO SHORT CUT to quality, no substitute for satisfaction. Successful companies got that way because they consistently showed their customers that their merchandise was superior. The demand for brand names is no accident. As the summer heat sends both theatre and concession grosses soaring, off-the-screen sales can be spurred by showmanship and by dealing with companies who have repeatedly proven their desire and ability to serve our industry.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS

COOL

WEATHER

MARKET

ISSUE

LEDGER

BANK

Profit Ledger Cont.

BALANCE

DEPOSITS
AMOUNT

DATE

AMOUNT

COUNTS FORWARDED

NOW SHOWING . . . NEW PROFIT!

Your profit ledger will be first to reflect your customers' satisfaction when you install vending equipment to sell Coca-Cola in your house. People everywhere enjoy *the pause that refreshes* with ice-cold Coke. When they have that happy experience in your theater, you pocket the profit. A few square feet of unused floor space is all you need. There's a wide choice of vending equipment available. To get the money-making details, write: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.



REG. U.S. PAT. OFF.

In your
theatre

GET READY FOR THE FALL SEASON

Following its semi-annual custom, EXTRA PROFITS lists leading companies in the field which are ever ready to aid those houses which realize the full possibilities of off-the-screen selling.

BEVERAGES

CANADA DRY GINGER ALES, INC., 100 Park Avenue, New York—Beverages
 THE COCA-COLA COMPANY, 515 Madison Avenue, New York—"Coke"
 Dad's Root Beer Company, 2800 North Talman Avenue, Chicago, Ill.—Beverages
 Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages
 Grapette Company, 112 Grinstead, Camden, Ark.—"Grapette"
 Charles E. Hires Company, 206 South 24th Street, Philadelphia, Pa.—Root beer
 Julep Company, 353 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup
 Mission Dry, Corporation, 5001 South Soto Street, Los Angeles, Cal.—Mission orange
 Nehi Corporation, 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"
 Orange Crush Company, 314 West Superior Street, Chicago, Ill.—"Orange Crush" drink, "Old Colony" beverages
 Dr. Pepper Company, 428 Second Street, Dallas, Tex.—Beverages
 PEPSI-COLA COMPANY, 3 West 57th Street, New York—Beverages
 Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer

CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"
 Bachman Chocolate Manufacturing Company, Mount Joy, Pa.
 Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass.
 Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice
 Paul F. Beich Company, West Front Street, Bloomington, Ill.
 E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.
 BROCK CANDY COMPANY, Chattanooga, Tenn.
 Bunte Brothers, 3301 West Franklin Street, Chicago 24, Ill.
 Cadbury-Fry America, Inc., 261 Broadway, New York
 Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"
 Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.
 Cardinet Candy Company, 2172 Market Street, Oakland, Cal.
 Charms, Inc., 601 Bangs Avenue, Asbury Park, N. J.
 Chase Candy Company, 4230 Gravois Avenue, St. Louis, Mo.
 Chunk-E-Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.
 Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.
 Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.
 Dennis Candy Factory, Inc., 793 Monroe Avenue, Rochester, N. Y.—Candy kisses, jellies, pops
 F and F Laboratories, 3501 West 48th Street, Chicago 32, Ill.

Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.
 D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.
 Henry Heide, Inc., 313 Hudson Street, New York
 Hershey Chocolate Corporation, Hershey, Pa.
 Hollywood Candy Company, Chestnut and Calumet, Centralia, Ill.
 Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.
 Robert A. Johnston Company, 4033 West National Avenue, Milwaukee 1, Wis.
 Kimbell Candy Company, 6546 West Belmont Avenue, Chicago, Ill.
 Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.
 Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
 Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers
 Lusk Candy Company, Davenport, Ia.—Lemon drops
 McAfee Candy Company, Inc., Macon, Ga.
 Mars, Inc., 2019 North Oak Park Avenue, Chicago 35, Ill.
 Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.
 Melster Candies, Cambridge, Wis.
 National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.
 Necco Sales Corporation, 245 Massachusetts Avenue, Cambridge, Mass.
 NESTLE'S CHOCOLATE, 60 Hudson Street, New York 13, N. Y.
 Peter Paul, New Haven Road, Naugatuck, Conn.
 Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.
 Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.
 Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch Rolls, Chocolate rolls, orange rolls
 Thomas D. Richardson Company, Atlantic and I Streets, Philadelphia, Pa.—Candy mints
 Joseph A. Riggie Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds
 Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.
 Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.
 Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"
 Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.
 Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.
 Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie Fudge, Tootsie Rolls
 Switzer's Licorice Company, 612 North First Street, St. Louis 2, Mo.
 Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.
 James O. Welch Company, 810 Main Street, Cambridge, Mass.
 Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.

Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.
 York Caramel, Box 1147, York, Pa.
 George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

DRINK DISPENSERS, FOUNTAIN, BOTTLE, CUP

Automatic Products Company, 250 West 57th Street, New York—Beverage dispenser
 Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines
 Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain, carbonators, luncheonette units
 C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines
 Carbonaire, Inc., 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment
 Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser
 Coan Manufacturing Company, 2070 Helena, Madison, Wis.—Super vend dispenser
 Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vending machines
 Drinkolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Beverage dispenser
 Everfrost Sales, Inc., 14815 South Broadway, Gardena, Cal.—"Everfrost" soda bar
 Frigidrink Corporation, 235 East 42nd Street, New York—Drink dispenser agent
 Helmco-Lacy, Inc., 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment
 Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains
 Hydro-Silica Corporation, Flora Dale, Pa.—Cold vendors, bottle
 W. Kestenbaum, Inc., 1790 First Avenue, New York—Dispenser
 Knickerbocker Beverage Dispensers, Inc., 453 Sixth Avenue, New York—Drink dispensers
 The Liquid Carbonic Corporation, 3110 South Keckie Avenue, Chicago, Ill.—Soda fountains

EXTRA PROFITS

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EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, Calif.

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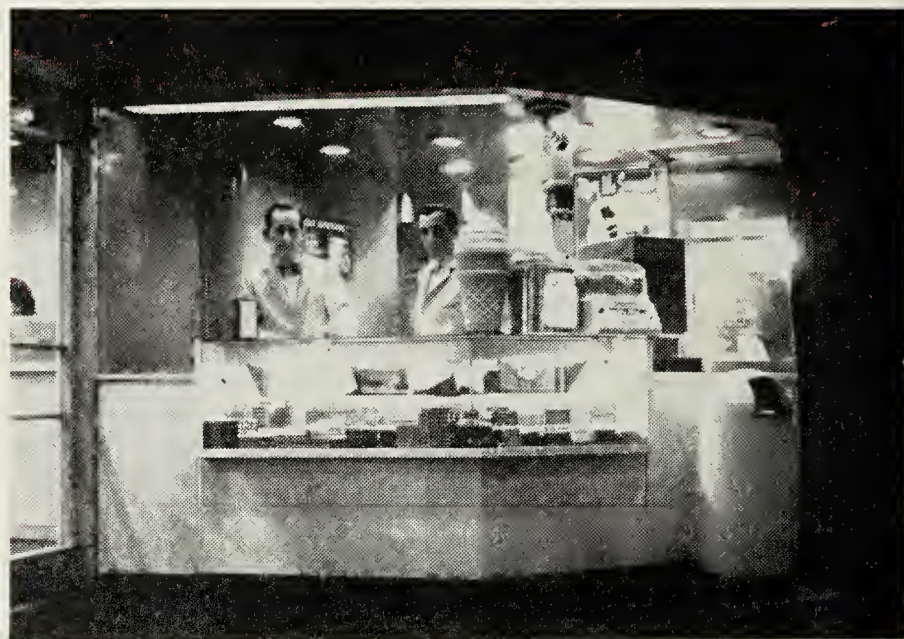
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COMBINED THEATRE-STREET STAND SUCCESS IN BOSTON



This unusual concessions layout which services patrons both on the street and in E. M. Laew's Center, Boston, was devised by Nick Lavidor, manager. Shown on the left is the concession and soda fountain stand, in the corner



of the theatre building, as seen from the street, while on the right is the lobby side of the stand showing candy counter. Business is reported good. The dual nature of the sales setup naturally gives the stand an advantage.

IN LINE with the policy of the E. M. Loew Circuit, which gives much attention to building up its concession business, the Center, Boston, recently rounded out a successful year's operation of its combined street and theatre concession stand. A year ago, Nick Lavidor, manager, took over a small cigar store in the corner of the theatre building, and converted it into a soda fountain and drink stand. He broke through the wall into the lobby, and set up an ice cream stand, still retaining the open-street side.

Eight extra workers were hired to man the stand, with Lavidor and his assistant, Don Dyer, doing the buying and ordering, and supervising the operation. Items sold are Dairy Freeze ice cream in three flavors, "Walkaway Sundaes" in four flavors, fruit and carbonated drinks, plain and buttered popcorn, a complete line of candy, and frappees and freezes, all made at the stand. Lavidor reports that the most popular selling item is the ice cream, sold in either cones or cartoons, with soft drinks running a close second.

Majestic Enterprises, Inc., 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—"Ice-O-Bar" drink dispenser

Mighty Midget Manufacturing Corporation, 4215 North Seventh Street, Phoenix, Ariz.—Drink dispenser

Milk-O-Mat Corporation, 500 Fifth Avenue, New York—Cup dairy drink

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor

Modern Refreshers, Inc., 55 East Washington Street, Chicago, Ill.—Dispenser

Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Beverage dispensers

S and S Products Company, P. O. Box 1047, Lima, O.—Cold vendor, battle

Selmix Dispensers, Inc., Stewart Avenue, Garden City, L. I.—Beverage dispenser

Smith-Werner Company, 610 Santa Fe Drive, Denver, Colo.—Portable soda fountain

Spacarb, Inc., Stamford, Conn.—Cold vendors, cup (automatic)

Superior Refrigerator Company, 1606 Pine Street, St. Louis 3, Mo.—Beverage dispenser

Telecoin Corporation, 12 East 44th Street, New York—Drink dispensers

Vendalator Manufacturing Company, P. O. Box 1586, Fresno, Cal.—Cold vendors, battle milk

John W. Young Foundation, 29 Fairway Drive, Barrington, R. I.—Hydra-Jet cup vending machine

FOOD GRILLS, EQUIPMENT

J. J. Cannolly, Inc., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill

Garvis Manufacturing Company, 210 Court Street, Des Moines, Ia.—Hat dog bun warmer

Hot Point Commissary Food Department, 227 South Sealey, Chicago, Ill.—Food preparation equipment.

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—"Frank-Bank" hat dog cooker and server

Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment

FRUIT JUICE DRINKS

American Citrus Corporation, 333 North Michigan Avenue, Chicago, Ill.—Del juice vendor

California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal.

Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers

Hamilton Beach Company, Division of Scavill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks

Juice Bar Sales Corporation, 12 East 44th Street, New York—Juice dispenser

Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor

Snively Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor

Sunkist Growers, Inc., 707 West Fifth Street, Los Angeles 13, Cal.

GUM

American Chicle Company, Thompson Avenue, Long Island City, N. Y.

Beech-Nut Packing, 10 East 40th Street, New York, N. Y.

Bowman Gum, Inc., 4865 Stenton Avenue, Philadelphia, Pa.

Frank H. Flier Corporation, 10th and Samerville, Philadelphia, Pa.

Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.

WILLIAM WRIGLEY, JR. COMPANY, 410 North Michigan Avenue, Chicago, Ill.—Package gum

ICE CREAM, MANUFACTURERS, EQUIPMENT, VENDORS

Afca, Inc., 432 Alandale Avenue, Los Angeles, Cal.—Ice cream vendor

Arctic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor

Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors

Badger Vending Machine Company, 710 North Plankington, Milwaukee, Wis.—Cup ice cream vendor

Beatrice Foods, 120 South LaSalle Street, Chicago, Ill.—Ice cream, milk, butter

The Barden Company, 350 Madison Avenue, New York—Ice cream

Craig Machine Company, Danvers, Mass.—Ice cream vendor

Dari-Deluxe Corporation, 1624 4th Avenue, Rock Island, Ill.—Soft ice cream

De Cicca's Bon Bon Corporation, 451 North Radeo Drive, Beverly Hills, Cal.—Chocolate covered ice cream bon buns

Dresko Machine Corporation, 5629 North Central Avenue, Chicago, Ill.—Ice cream vendors

Eastern Engineering and Sales, Inc., Commercial Trust Building, Philadelphia, Pa.—Kenca ice cream vendor

Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—Ice cream and custard machine

Freeze King Corporation, 2518 West Mantrase Avenue, Chicago, Ill.—Ice cream custard machine

Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor

General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer

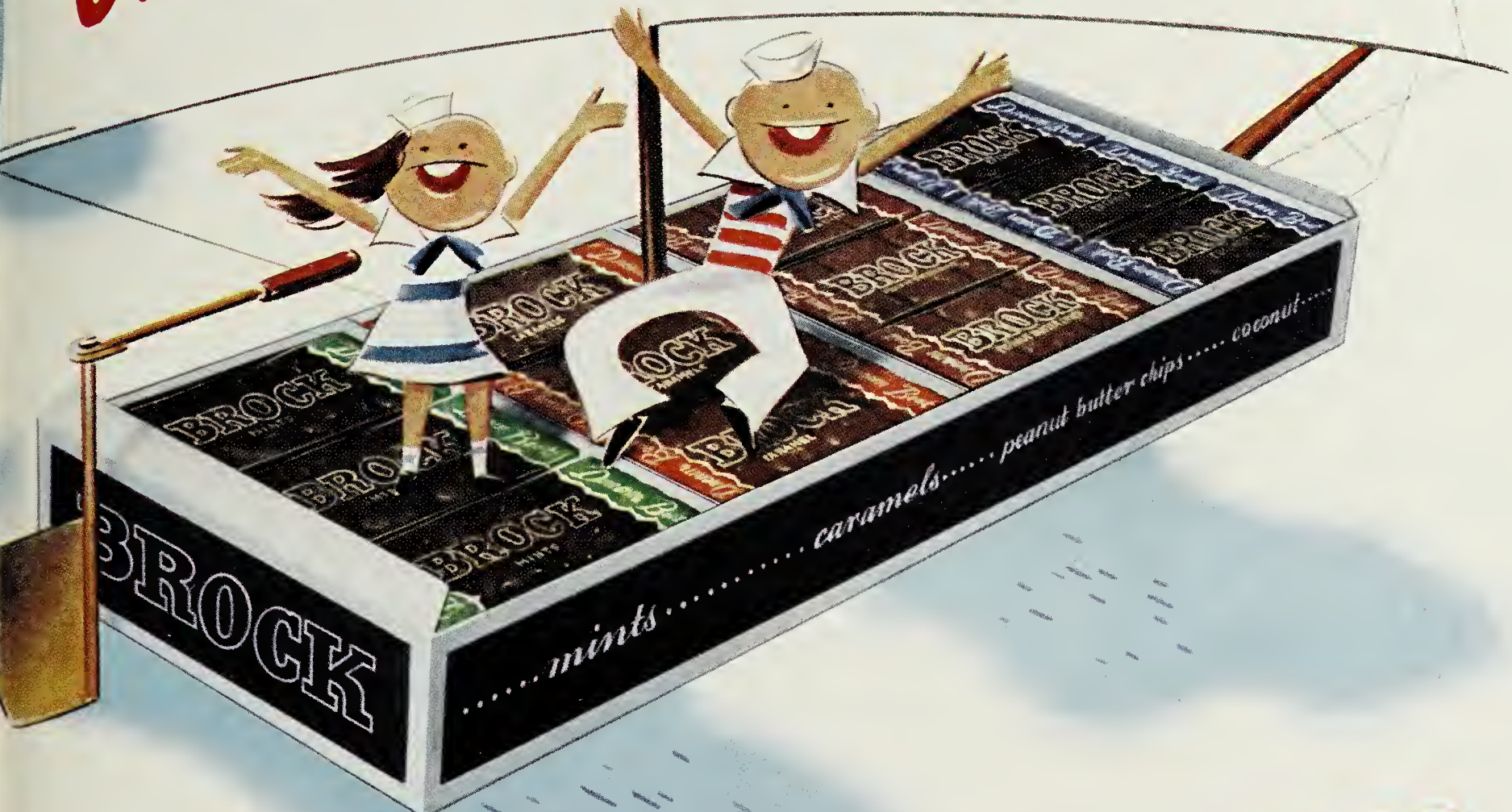
Ice Creamolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Ice cream dispenser

Jordan Refrigerator Company, 58th and Grays Avenue, Philadelphia, Pa.—Cabinets and storage dispensers

Jae Lowe, Inc., 621 West 26th Street, New York—"Frozen On-A-Stick Confections"

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers

DAILY CRUISES TO PROFIT LAND



SPECIALLY DESIGNED
FOR PROFIT CRUISING



THE MINT



THE PEANUT
BUTTER CHIP



THE CARAMEL



THE COCONUT

BROCK

Dream Boat **LINE**

BROCK CANDY COMPANY, CHATTANOOGA, TENN.

FOUR KINDS OF DREAM BOATS... 10¢ Sellers in a Handsome Display!



CARAMELS

Pure, tasty caramel covered with milk chocolate. Eight pieces to each boat.



PEANUT BUTTER CHIPS

Covered with pure milk chocolate and packed six pieces to the boat.



MINTS

Creamy mints covered with dark chocolate. Eight individual pieces to each boat.



COCONUT

Covered with dark chocolate. Eight pieces to the boat.

BROCK scoops the profitable and popular 10c candy market with sensational new Dream Boats. Four tempting, delicious, different candies. Each heavily coated with smooth, mellow chocolate. Beautifully designed cellophane packages.

Twelve beautiful packages each of caramels, peanut butter chips, mints, and coconut—48 packages in all—in a handsome display box that is practically a candy department—in slightly over one square foot!

BROCK Dream Boats are new, but they were tested last spring in every type of candy outlet, where they set new records for fast movement and repeat sales.

Don't miss the Dream Boat! Order early. Let BROCK Dream Boats help build volume and profits in your candy department.

ORDER NOW!

Each display tray contains 12-10c boats of each of the 4 items: Mint, Caramel, Peanut Butter Chips, Coconut. 48 Dream Boats to the display box, six boxes to case. Minimum shipment, 5 cases, freight prepaid.

Price: \$3.00 per box

Each single item is also available packed in 60-count cases. Minimum shipment, 20 cases.

Price: \$3.50 per case, freight prepaid.

Prices slightly higher in the far west.

Don't Miss the Dream Boat. Order Now!

BROCK

Dream Boat LINE

BROCK CANDY COMPANY, CHATTANOOGA, TENN.

Hires Offers Trailers Free To Drive-Ins

PHILADELPHIA — After considerable research, The Charles E. Hires Company recently made available the first of a series of full-color animated cartoon type of trailers for drive-ins.

Many of these are already showing on a national coverage basis, and are fulfilling the purpose of promoting sandwiches, popcorn, ice cream, and candy sales, as well as adding to the volume of Hires Root Beer.

This promotional help, high in audience appeal with good comedy relief, uses a thirsty Romeo and Juliet to coordinate Hires National "Oldtime Flavor since 1876" theme, and helps management put across the idea "our refreshment stand serves the best." To this end, an effective series of "tags" are available for all requirements. The Hires film is 45 seconds, including the adequate tags devoted to general refreshment stand sales.

The Hires Company is expediting all requests from its Philadelphia office.



This is a scene from the trailer made available for drive-ins by The Charles E. Hires Company.

Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine

Philadelphia Dairy Products Company, Inc., Fourth and Poplar Streets, Philadelphia, Pa.—Aristocrat ice cream

Port Morris Machine and Tool Company, 208 East 135th Street, New York—Soft ice cream and custard machine

Supurdisplay, Inc., Wisconsin Tower building, Milwaukee, Wis.—"Coldisplay" ice cream merchandiser

Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle 99, Wash.—Ice cream and frozen custard fountain freezer

Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream

Tekni-Craft, Rockton, Ill.—Ice cream and custard machine

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-service ice cream merchandiser

PAPER CUPS

Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.

Hi-Land Paper Company, 274 Madison Avenue, New York

Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street, New York

U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.

POPCORN BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal.—Popcorn containers.

Grand Bag and Paper Company, Inc., Ossining, N. Y.—Noiseless popcorn bags and others

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.

Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags

Rex Paper Products Company, 95-109 Onderdonk Avenue, Brooklyn 6, N. Y.—Popcorn bags, noiseless, m. g., glassine, hot dog bags, sandwich bags, French Fry bags, Pizza Pie bags, egg roll bags, pillow type bags, peanut bags, foil bags for hot buttered corn, duplex bulk bags for prepped corn

Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes

Supurdisplay, Inc., Specialty division, Wisconsin Tower building, Milwaukee 3, Wis.—Popcorn boxes, buttercup containers

POPCORN OILS

Arlington Edible Oil Products, 38 Yetten Terrace, Boston, Mass.

Best Foods, Inc., 1 East 42nd Street, New York
Capital City Products, West First and Perry, Columbus, O.

Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.

C. F. SIMONIN AND SONS, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, oils

POPCORN, POPCORN EQUIPMENT

American Popcorn Company, Sioux City, Ia.—Popcorn vending equipment, raw popcorn

Automatic Products Company, 250 West 57th Street, New York—Butter dispenser

Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.

Bonanza, Inc., 2980 West Pico Boulevard, Los Angeles, Cal.—Popcorn vending machines

Central Popcorn Company, Schaller, Ia.—Popcorn

C. Cretors and Company, 630 West Cermak Road, Chicago, Ill.—Popcorn equipment, butter dispenser

DAIRY SERVICE COMPANY, 100 East Main Street, Menomonee, Wis.—Butter dispenser

DMC Corporation, States Distributors, 1624 Harmon Place, Minneapolis, Minn.—Popcorn machine, automatic

J. A. McCarty Seed Company, 526 Northwest Fourth Street, Evansville 10, Ind.

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—Vending equipment and popcorn machines and supplies

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Popcorn equipment and supplies

Poppers Supply Company, 1211 North Second Street, Philadelphia, Pa.—Popcorn supplies

Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Popcorn machines, food equipment.

Supurdisplay, Inc., Wisconsin Tower building, Milwaukee, Wis.—Butter dispenser

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Butter dispenser

Wyandotte Popcorn Company, Marion, O.—Popcorn

Y & Y Popcorn Supply Company, 256 North 13th Street, Philadelphia, Pa.—Popcorn and supplies

PORTABLE VENDING EQUIPMENT

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers

Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendmobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream

Coan Manufacturing Company, 2070-2084 Helena Street, Madison 4, Wis.—U-Select-It vendors, candy, food and cigarettes; Super-Vend cold cup drink dispenser

DMC Corporation, distributed by All States Distributors, Inc., 1624 Harmon Place, Minneapolis, Minn.—"Pop Corn Shop" automatic popcorn machine

Drive-In Theatre Manufacturing Company, 729 Baltimore Avenue, Kansas City 6, Mo.—Portable vending carts

Kneisley Electric Company, 2501 La Grange, Toledo 3, O.—Portable dispenser

Tol-Pak Company, 416 South Sixth Street, St. Louis, Mo.—Beverage dispenser

Walky Service Company, Schweiter building, Wichita, Kans.

VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue, Chicago, Ill.

Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, N. Y.—Vending machine manufacturing

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.

National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.

Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

MISCELLANEOUS

ABC Vending Corporation, 259 West 14th Street, New York—Theatre refreshment service

Armour and Company, Union Stockyards, Chicago, Ill.—Frankfurters

BERLO VENDING COMPANY, 333 South Broad Street, Philadelphia, Pa.—Theatre concession service

Castleberry's Food Company, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, canned, prepared

Columbus Showcase Company, 850 West Fifth Avenue, Columbus 8, O.—Showcases—candy stands

Gold Medal Products Company, 318 East Third Street, Cincinnati, O.—Popcorn and concession supplies

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago, Ill.—Candy bar machine, cigarette machine, cold vendors, scales, bottles

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Concession equipment

Pizza Enterprises, Inc., 420 75th Street, North Bergen, N. J.—Pizza pie

Rowe Manufacturing Company, Inc., 31 East 17th Street, New York, N. Y.—Candy merchants, ice cream vendors

Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop

Sportservice, Inc., Sportservice Building, Buffalo, N. Y.—Theatre refreshment service

Supurdisplay, Inc., Specialty division, Wisconsin Tower building, Milwaukee 3, Wis.—Refreshment equipment and accessories

Vacuum Can Company, 25 South Hoyne Avenue, Chicago, Ill.—Portable beverage dispenser

Watling Manufacturing Company, 4650 West Fulton Street, Chicago 44, Ill.—Scales

Oh Henry! Offers Prizes

CHICAGO—James A. Dickens, vice-president and sales manager, Williamson Candy Company, recently announced a contest whereby theatre concessionaires may win cash prizes totaling \$5,000. Prizes will be given for the best statements on "How I Increase Sales On Oh Henry! Candy." First prize will be \$1,000, and second, \$500, and there will also be 20 prizes of \$50 each and 100 prizes of \$25 each.

Dickens said, "Everyone who works for an Oh Henry! customer can send in contest entries. That includes all operating personnel in addition to candy counter workers, everyone who has good ideas for increasing Oh Henry! candy sales." Entry blanks are being packed in cases of Oh Henry! candy, and handed out by Williamson Candy Company salesmen.

Automatic Canteen Net Up

CHICAGO—Nathaniel Leverone, board chairman, reported recently that consolidated sales of Automatic Canteen Company of America and its wholly owned subsidiaries were \$11,197,362 for the third quarter of its current fiscal year, the 12 weeks ended on June 6, 1953. This represented an increase of \$1,943,301, or 21 per cent over the corresponding quarter a year ago.

The company's consolidated net income after taxes for the quarter amounted to \$220,825 or 46 cents per share of common stock after provision for preferred stock dividends, as compared to \$179,200, or 37 cents per share, for the comparable quarter last year.

Bottlers Plug Beneficial Qualities

WASHINGTON—Teachers and nutritionists have been reading articles written by the American Bottlers of Carbonated Beverages, dealing with the beneficial qualities of soft drinks, according to a recent report from the organization.

A new slide film, "Magic Flavor Pick-up," was mentioned in the report as one of the ways in which carbonated beverages are being promoted.

Brock Dream Boats Make Trade Bow

CHATTANOOGA, TENN.—Brock Dream Boats, a new line of 10 cent package candies, are now being readied for fall selling by Brock Candy Company, W. E. Brock, Jr., company president, announced recently.

The new packages consist of four different chocolate-covered candies: peanut butter chips, mints, caramels, and coconut. Each is wrapped in attractively printed cellophane.

One dozen each of the four different candies are packed in a compact display box which requires only slightly more than one square foot of counter space. "Dealers have found," Brock says, "that when Dream Boats are displayed in this display box on the counter, they sell approximately three times as fast as when they are removed from the box and placed inside a case or on a candy rack. Thus, the combination of a brand-new quality item and the merchandising effect of a small-space display vendor steps up volume and turnover on profitable 10 cent candies."



Brock Dream Boats are being offered in regular selling channels this fall for the first time, it was pointed out, but experience in all types of outlets and in several areas was secured last spring when the candies were offered on a test basis. Changes in the package and display box were made based upon these tests, and the line is now believed to be geared up to do a maximum selling job for wholesalers and retailers.

Dream Boats were offered by Brock salesmen early in July, and advance bookings for shipment when weather permits were well ahead of expectations, according to Brock officials.

In addition to the four-dozen display box, packed six to the case, each of the four Dream Boat items will be packed in 60-count cases.

Plant Cleaning Discussed

CHICAGO—Improved methods of plant cleaning were discussed by specialists in this field before representatives of 42 candy and supplier companies in the area at a sanitation meeting held recently by the National Confectioners' Association.

Otto Windt, E. J. Brach and Sons, member, NCA sanitary Advisory Committee, was chairman of the meeting which drew nearly 140 candy executives, production employes, and supplier representatives. Working with Windt in planning the program were John Carleton, Curtiss Candy Company; Bernard Temte, Bunte Brothers; Herbert Knechtel, Marshall Field and Company; R. K. Chandler, Mars, Inc.; G. S. Doolin, NCA sanitation director, and Charles F. Scully, Williamson Candy Company, chairman, NCA sanitary advisory committee.

Candy and supplier companies present were American Licorice Company; Paul F. Beich Company, Bunte Brothers, E. J. Brach and Sons, Cook Chocolate Company, Cracker Jack Company, Curtiss Candy Company, Euclid Candy Company, Ferrara Candy Company, Goelitz Confectionery

Company, M. J. Holloway and Company, Walter H. Johnson Candy Company, Joy Candy, Kelling Nut Company, Kimbell Candy Company, Leaf Brands, Inc., Lion Specialty Company, Mars, Inc., Marshall Field and Company, Peerless Candy Company, Schutter Candy Company, Thinsell Candies, Williamson Candy Company, George Ziegler Company, Zion Industries, Kraft Foods Company, Anheuser-Busch, Arwell, Inc., Bonewitz Chemical Company, Corn Products Sales Company, Gunther Products, Institute of American Poultry Industries, Nash-Underwood Company, National Tea Company, Union Sales Corporation, Vogel-Ritt, Inc., Armour and Company, A. E. Staley Company, Manufacturing Confectioner, Candy Industry, and Confectioners' Journal.

ABC Profit Increases

NEW YORK—The financial report of ABC Vending Corporation recently issued shows that first half sales increased 10.4 per cent to \$21,975,000. Net profit rose to \$576,000, or 61 cents a share, from \$491,810, or 52 cents a share, in the 1952 period.

NO MATTER HOW YOU SERVE IT...

IT PAYS TO FEATURE PEPSI!



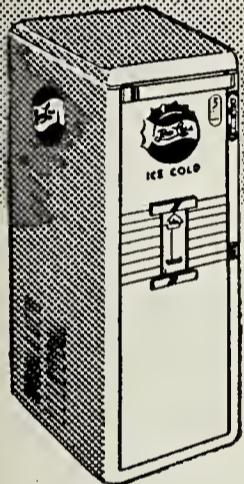
FEATURE PEPSI...

in ice-cold 8-ounce bottles.



FEATURE PEPSI...

with a modern fountain dispenser.



FEATURE PEPSI...

in a coin-operated cup vender.

From the Roxy Theater in New York to Graumann's Chinese in Hollywood, smart showmen are making extra money by starring Pepsi as an added attraction.

Why don't you let America's fastest-growing cola favorite boost *your* refreshment profits? Write to National Sales Department, Pepsi-Cola Company, 3 West 57th Street, New York 19, N. Y.



The Light Refreshment
for Heavy Traffic

The Berlo Story

(Through permission of Investor's Reader and Merrill, Lynch, Pierce, Fenner, and Beane, the following article is reprinted for the enlightenment of EXTRA PROFITS readers.—Ed.)

BACK IN 1913, Cupid put Jack Beresin into the vending business. In love, he needed more than the \$12-a-week he earned as a secretary to get married. His boss at Philadelphia's old Metropolitan Opera House was the original Oscar Hammerstein, who thumbed down a raise but gave permission for candy sales during intermission. Young Beresin quickly teamed up with theatre manager Eddie Loeb and started the Berlo Vending Corporation (so dubbed for the first part of both names).

AMBITIOUS Beresin continued as secretary by day, "hawker" by night. The partnership prospered, and soon sold to nine of then 10 legitimate theatres in Philadelphia. Moreover, as movies came, the vendors moved into some of the larger houses. But, with the advent of talkies, vending machines began to replace the hawkers. In 1947, shrewd Berlo merged with the Sanitary Automatic Candy Corporation of New York to form ABC Vending (with the president Jacob Beresin).

BEFORE and since the merger, growth has been continuous. ABC, with assets of \$12,000,000, now has 14 wholly-owned subsidiaries plus 50 per cent interests in two affiliates. Though most of its business is small change, preliminary figures show company sales clanged at an all-time high of \$42,525,000 last year compared with \$39,264,000 in 1951 and \$24,892,000 in 1947. Including affiliates, sales were a robust \$50,000,000.

Yet, President Beresin expects an even livelier future.

He explains: "The vending industry is still in its infancy. The time is not too distant when more and more will be vended, due to high labor costs."

THROUGH its subsidiaries, ABC sells candy, gum, soft drinks, cigarettes, tobacco, and newspapers, but no perishables like milk and sandwiches. Prices of most items vary from a penny to \$1, and some go up to \$3. The company does a coast-to-coast business with emphasis on densely populated areas of some 28 states and the District of Columbia.

BIGGEST sales by far (60 per cent of the total) come from the theatres (ABC covers 4,000 film houses).

Declares friendly Beresin: "Despite the decline in movie attendance, our theatre business is doing better than ever before. With developments like 3-D, we believe the future is great. We haven't reached the peak yet." In addition to theatres and industrial plants, ABC vending machines or attended stands serve customers in the Cleveland Municipal Stadium and Fairmont Race Track, Illinois. Recently, the company signed a contract to operate in the U. S. Naval Shipyard in Philadelphia. It also operates drive-ins, and plans a

roadside restaurant business.

Since "popcorn continues to be our most profitable item," ABC owns and operates 18 modern popping plants (its affiliates have five more) and 147 corn-popping machines. Soft drink sales have also been good. At the end of 1952, ABC operated over 2,100 automatic beverage machines, 1,619 in 1951 and only about 25 back in 1947. Its newest model "brews and serves fresh coffee, like you get at home." All items sold are promoted under the trademark "Mr. Dee-Lish."

WHILE SALES were up eight per cent in 1952 profits showed an almost 30 per cent increase. They were \$1,268,000 (\$1.35 a share), and \$982,000 (\$1.04) in 1951. On the basis of January and February results, President Beresin predicts "sales and profits should be better in 1953."

EXCEPT for \$1,750,000 in bank loans, the company has neither funded debt nor preferred ahead of its 942,000 shares of common (about 30 per cent closely held). The common now pays 30 cents semi-annually.

TO AN OUTSIDER the vending business seems easy.

Says grey-haired Beresin: "Some people think all you have to do is buy the machines, set them up, and come around to collect the coins. But like any other business it requires scientific study. The trick is knowing how to keep service costs at a minimum. Service or maintenance costs can mean the difference between a profit and a loss."

Also, while most people find vending machines easy to operate, they do not realize the technical development required. Explains President Beresin: "It can take one-to-two years plus \$250,000-to-\$1,000,000 to develop a machine. And even then you might not have an efficient one." Despite pitfalls, ABC has achieved top place in the industry.

The Popcorn Institute Offers Promotion Ideas

CHICAGO—The Popcorn Institute recently launched "The Popcorn Carnival," a summer promotion to stimulate the sale of popcorn in theatres. The "Carnival" is backed by point-of-sale kits made up of 14 colorful display pieces showing eye-catching popcorn sales stimulators imprinted on brilliant multi-colored paper stock. These point-of-sale pieces consist of streamers, pennants, and backboard poster displays, designed to be used throughout the lobby and around the boxoffice as well as about the concession stand.

According to The Popcorn Institute's chairman, Clark Rhoden, orders have been placed by many members of the industry for kits.

UP UP
go popcorn sales!

NEW IMPROVED
Seazo
COCONUT OIL POPCORN SEASONING

BUTTER-LIKE FLAVOR!
GOLDEN COLOR!

by ANY measure
it's your
BEST BUY
in the Popcorn
Seasoning Field

- Top flavor
- Eye appeal
- Low cost

Simonin of Philadelphia

PHILADELPHIA 34, PA.



SEASONING SPECIALISTS TO THE NATION

Butter Corn Drive Offers Opportunities

JACKSONVILLE, FLA.—Harry Botwick, concessions manager, Florida States Theatres, recently successfully adapted a butter corn coupon sales drive originated and used just as successfully by George Shepard, Minnesota Amusement Company. It was also used, and worked out exceptionally well, says Botwick, by the Penn Paramount Circuit in Pennsylvania.

The coupon drive is for a seven-day period. Each patron purchasing a ticket is given a coupon by the cashier. Upon presentation of this coupon to a candy attendant, butter corn will be sold at 20 cents in 25-cent houses and 15 cents in 20-cent houses. The coupons are to be dated by rubber stamp. Actually what is being done is the running of a butter corn sale.

It is claimed that sales tripled in Minnesota during the week the stunt was tried, and that the sale has been repeated there with equally good results.

It is a simple stunt which can prove effective if all managers have a meeting with candy attendants, and stimulate and indoctrinate them with the idea of pushing butter corn; make certain that displays are up, tells cashiers about and how to handle coupons, and make an honest all-out push during the drive.

Providing the promotion is given wholehearted support much will be added to the gross. Common sense should be used at all times. The coupons should be given out with every ticket sold during the week. The coupon is the patron's claim for the five-cent saving. However, if the patron wants a butter corn, and claims he has lost the coupon, give that patron the advantage of the savings.

Actually what is being done is selling butter corn five cents less than the regular price for the week.

NAPM Lays Plans For Overall Group

CHICAGO—Arrangements were completed recently for consolidating all segments of the popcorn industry into a single, overall trade group to be known as The International Popcorn Association, and to launch it at the 1953 Popcorn Industries Convention and Exhibition scheduled for Oct. 11-12-13-14 at the Conrad Hilton Hotel. The announcement was made jointly by Oliver Koeneman, Old Vienna Products Company, St. Louis, president, National Association of Popcorn Manufacturers, and Martin B. Coopersmith, The Marjack Company, Washington, D. C., chairman, Popcorn Industry Organizing Committee, and general convention chairman, 1953 Popcorn Show.

Constitution and by-laws for the International Popcorn Association, which offer active, voting membership to seven segments of the industry: popcorn processor, manufacturer wholesale, theatre and/or concession operator, retail popcorn shop, jobber of popcorn and supplies, broker of popcorn and supplies, and popcorn equipment manufacturer, and associate membership to all supply firms, have been approved by the National Association of Popcorn Manufacturers and the

Popcorn Processors Association. When organized, The International Popcorn Association will absorb the membership of NAPM.

Departing from previous years' practice, the 1953 Popcorn Industries Convention will offer seven separate segment meetings each day during the three-day conference, corresponding with the seven active classifications of membership of the International Popcorn Association. One of these will be devoted to the business of electing two directors from each segment to form a 14-man board of directors for the overall association. The other meetings, based on a community of business interest, will offer speakers and panel discussions under separate program chairmen.

A Popcorn Trade Show featuring 60 exhibits will be a feature of the three-day meeting. Popcorn, popcorn popping ma-

chinery, equipment, supplies, and services, as well as agricultural college hybrid popcorn research, will be exhibited days and evenings. An innovation being offered this year is a get-together buffet supper served in a private dining room of the hotel exhibition hall to inaugurate a preview of the exhibits on Oct. 11. Two convention luncheons on Oct. 12 and 13 will also be served in the exhibition hall dining room as a convenience in order to offer a single-floor operation to convention registrants.

Concessions Discussions To Highlight Meeting

CHICAGO—"Six two and one-half hour sessions, two each day for three days, covering some 31 different topics pertaining to concession stand management, popcorn, candy, ice cream, soft drinks, and drive-in theatres, these were the recent

(Continued on page EP-12)

Nestlé's—

WINNING MORE FANS DAY AFTER DAY!



Famous Nestlé's Crunch, Milk and Almond Bars. Every one a big favorite—Every one with a big following!



Available in both 5¢ and 10¢ sizes, packed 100 bars per case.

See your Nestlé representative or write for more details

THE NESTLÉ COMPANY, INC., 2 WILLIAM STREET, WHITE PLAINS, N. Y.

Caldwell Joins Mills

CHICAGO—The appointment of Joseph Caldwell, Jr., as assistant general sales manager has been announced by Mills Industries, Inc., manufacturer of automatic ice cream freezers, refrigerated bottle and soft drink dispensers, and vending machines.

Caldwell, a graduate of Purdue University, has served as vice-president in charge of engineering and production, Forest Electric Company; chief engineer, special products division, Essex Wire Corporation, and for 11 years as division engineer and sales engineer, Jefferson Electric Company.

What gives Popcorn Sales Appeal?

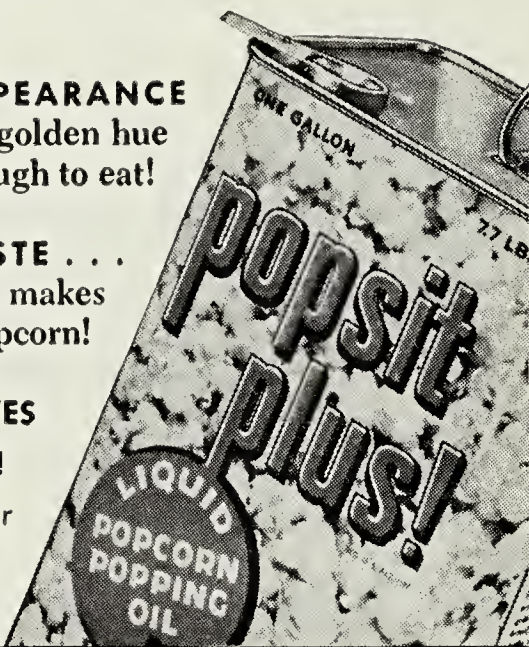
BUTTERLIKE AROMA . . . stops 'em in their tracks — makes 'em want to eat popcorn.

BUTTERLIKE APPEARANCE . . . gives your popcorn a golden hue . . . makes it look good enough to eat!

BUTTERLIKE TASTE . . . that satisfying flavor that makes 'em want to eat more popcorn!

ONLY POPSIT PLUS GIVES YOUR POPCORN THESE THREE FEATURES!

Plus less cost per bag, fewer "duds", easy to measure accurately, pours in all weather



Made Only of PURE PEANUT OIL

popsit plus!

Made by **C. F. Simonin's Sons, Inc.** Phila. 34, Pa.

FOR FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE PLEASE CHECK

- BROCK CANDY CO.**
Candy
- THE COCA-COLA COMPANY**
Soft Drinks
- THE NESTLE CANDY CO., INC.**
Chocolate Candy
- DAIRY SERVICE CO.**
Butter Server
- PEPSI-COLA CO.**
Soft Drinks
- C. F. SIMONIN'S SONS, INC.**
Popsit Plus Popcorn Popping Oils
Seazo Popcorn Seasoning
- WILLIAM WRIGLEY, JR., COMPANY**
Chewing Gum

WITHOUT CHARGE OR OBLIGATION PLEASE SEND ME ADDITIONAL INFORMATION ON ABOVE CHECKED ITEMS.

NAME.....
THEATRE.....
ADDRESS.....
CITY, STATE.....

RETURN TO EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

NAPM

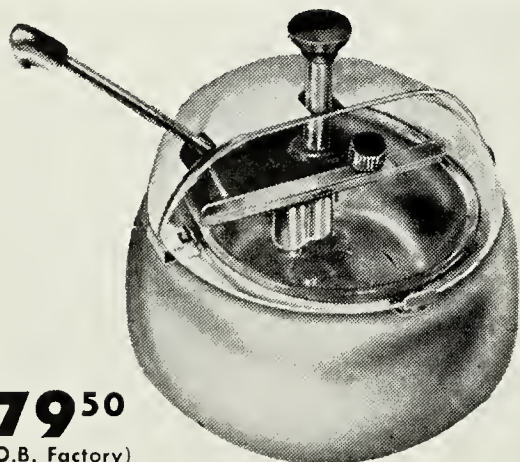
(Continued from page EP-11)

descriptive words of Bert Nathan, head, Theatre Popcorn Vending Corporation, Brooklyn, N. Y., program chairman of the theatre and/or concessionaire program at the forthcoming Popcorn Industries Convention and Exhibition on Oct. 11-12-13-14 at the Conrad Hilton Hotel.

"One of the most valuable assets of any trade association," declares Mr. Nathan, "is to promote friendly exchange of ideas among competitors for mutual benefit. Although it is primarily a popcorn convention we are going to talk about candy, ice cream, soft drinks, and drive-in operations, too. I invite every concession manager to attend the show and these sessions."

To assist him in his planning of these programs, Nathan invited the following to serve on his special committee:

- Van Myers, Wometco Theatres, Miami, Fla.;
- Louise Wesson, Video Independent Theatres, Oklahoma City;
- Herb Hahn, AB-PT, New York;
- Nat Buchman, American Theatre Supply Co., Boston;
- Barry Allen, Premier Operating Company, Toronto, Ont.;
- Spiro J. Papas, Keno Family Drive-In, Chicago;
- Harry Botwick, Florida State Theatres, Jacksonville, Fla.;
- James Loeb, Walter Reade Theatres, Asbury Park, N. J.;
- Jack Farr, Farr Amusement Company, Houston, Tex.;
- John Flannigan and J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Ont.;
- Manny Frisch, Randforce Amusement Corporation, Brooklyn;
- Sheldon Smerling, Confection Cabinet Corporation, Newark, N. J.;
- Harold Newman, Century Theatres, New York City;
- Abe Bloom, Balaban and Katz, Chicago;
- Charles L. O'Reilly, ABC Vending Corporation, New York City;
- Marie Frye, Tri-States, Des Moines;
- Lee Koken, RKO Theatres, New York City;
- Arthur Preston, Wesmas Candy Corporation, Springfield, Mass.;
- Thomas Moran, Odeon Theatres, Toronto, Ont.;
- James Hoover, Martin Theatres, Columbus, Ga., and Morty Marks, Jefferson Amusement Company, Beaumont, Tex.



\$79⁵⁰
(F.O.B. Factory)

Serve It With the New BUTTER SERVER

which measures DAIRY BUTTER accurately and profitably

Dairy Service Co.

Main Office and Factory
100 E. Main St.
Menominee Falls, Wis.

Sales Branch
114 W. 18th St.
Kansas City, Mo.

Everybody Likes the Taste of

BUTTER on Popcorn

Serve it RIGHT . . . serve it PROFITABLY, up to \$3 profit per pound of butter used.

Special Advantages:

- ★ **EYE-APPEALING**—Butter is enhanced with light shining through from under bowl.
- ★ **ACCURATE**—Every serving of butter dispensed simply and accurately.
- ★ **DEPENDABLE**—Developed and produced by experts thoroughly acquainted with the field.
- ★ **SANITARY**—Disassembled, easily cleaned and reassembled in a few minutes. Non-drip spout eliminates waste and mess.
- ★ **ECONOMICAL**—Well insulated to retain heat and reduce use of electricity.
- ★ **TROUBLE-FREE**—Few moving parts, constructed of steel, reducing replacements.

NEWS OF THE

Territory

BRANCHES

Atlanta

In Mobile, Ala., at the Auto-Sho Drive-In, there was something new, "flying saucers," during the celebration of the third anniversary. The saucers were sailed from the top of the concession stand. "Lucky saucers" contained \$20 and \$10 bills, and there were a total of 350 prizes. Free lollipops were given to the kiddies.

The Tennessee, Knoxville, Tenn., Wilby-Kincey Theatre, installed new air-conditioning.

Ed Burchfield opened the Burchfield Drive-In, Oak Ridge, Tenn., for 425-cars. . . . The New Fox Drive-In, Seneca, S. C., opened with a 400-car capacity, owned by Harry Osteen and associates. Osteen owns three theatres in Anderson, S. C.

MGM NOTES — The company held a picnic in North Fulton Park. . . . Betty Williams and Rita Raeford are back after vacations. . . . Edna Brown has a new little baby girl. . . . Helen Taylor, secretary to Sam Perliff, was enjoying a vacation in Florida. . . . Yvonne Gilbert, publicity department, resigned.

The stork passed over the house of Mr. and Mrs. John Huff, dad is with Paramount, and left a little baby boy. . . . Foster Hotard, New Orleans, was added to the booking department.

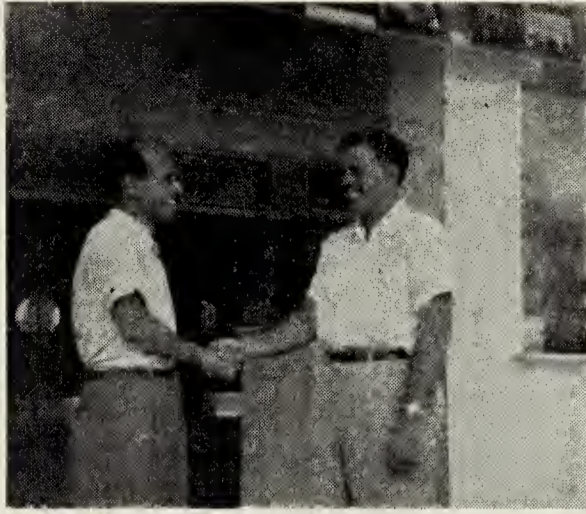
MONOGRAM NOTES — Betty Landers was off for a vacation. . . . Mrs. Maude Smith was back after a trip to North Carolina. . . . Mrs. Mildred Ricks was back from a trip to Florida.

Ralph E. Hutsell is the new owner, State, Knoxville, Tenn. . . . Robert Turner, appointed by John Carter as manager, Buckhead, replaces Marvin Smith, resigned.

Ernie Reid, Starlite Drive-In, Wauchula, Fla., won the \$100 award for special effort in exploitation and general good management in the recent celebration of Carl Floyd Theatres. The award was made at the banquet held in Tampa, Fla., for all the managers. Marcy Melandreas, manager, Hardee, Wauchula, Fla., won the \$50 prize for outstanding promotion in popcorn sales.

Evelyn Warraven, Kay, resigned to go with Realart as secretary. . . . Ted Arias was appointed manager, Ribault Drive-In, Jacksonville, Fla., by owner Carl Carter.

Carl "Pete" Albright resigned as manager, Vance, Chipley, Fla., to go with the Davis, Dotham, Ala. . . . Plans for a new theatre in Somerville, Tenn., for N. B. Fair will start soon.



George Bolden, right, who left to open a drive-in in Florida, recently bade farewell to Don Tilzer, who replaces him as assistant general manager, Cloughton Theatres, Miami, Fla.

Corban Smith, appointed manager, Greer, Greer, S. C., started with the Crescent Amusement Company, Nashville, Tenn., years ago.

Manager Sam George, Paramount, was back with his family from a vacation in Florida. . . . W. D. Hendley, assistant manager, was visiting in Florida.

R. D. Page, Mount Pleasant, Tenn., and James Owens, Starlight Drive-In, Athens, Tenn., were in for a booking trip.

Crescent Amusement Company, operating about 80 theatres, will not increase its scales, according to K. C. Stengel, executive vice-president.

Paving has been completed at the Starlite Drive-In, Rossville, Ga. . . . Ray Edwards, Realart, is back after a trip to the hospital. . . . Bill Langston, Warners, is back after a vacation trip. . . . James McNeely opened his new Sandy Drive-In, Jellico, Tenn.

C. B. Grimes has taken over the WJRD Auditorium, Tuscaloosa, Ala., from former owner R. E. Hook. . . . Cloughton Theatres, Miami, Fla., leased the Boynton, Boynton, Fla., to Mr. and Mrs. Loren Fenstermaker.



Mrs. Nancy Moore, Alexandria, Va., and Mrs. Ruth Thomas, Knoxville, Tenn., who recently piloted the "Spirit of Hope" plane dedicated to the United Cerebral Palsy campaign in the recent "Powder Puff Derby," Women's Transcontinental Air Race, are seen delivering to Bob Hope on the coast set of "Mr. Casanova" at Paramount, a few of the hundreds of "thank you" messages picked up during the flight from cerebral palsied children.



Police Chief Walter Headley, Miami, Fla., was recently greeted by Republic's Tampa, Fla., branch manager, Harold Laird, at a special screening of "City That Never Sleeps."

Kenneth Williams sold his Booker T, Knoxville, Tenn., to John M. Stephens. . . . R. E. Ziebell, Swan, Norcross, Ga., was in.

20th-Fox employees gave a luncheon for Miss Saralee Harrell, leaving after 10 years with the company.

Charlotte

In a brief, Charles B. McGee, North 29 Drive-In, has asked the U. S. Supreme Court to declare unconstitutional a city ban on film showings during certain Sunday hours. McGee charged that the law violates the constitutional guarantee of freedom of religion and is discriminatory since it does not apply to films shown on television or in nearby theatres outside the city limits. Earlier, he had lost his case to a jury, and an appeal was refused by the North Carolina Supreme Court. McGee stated that, when built, his theatre was outside the city limits, but was later taken in when the city expanded its territory. The law, forbidding movies between 6:30 p.m. and 9:30 p.m. on Sundays, thereupon became applicable to the North 29. McGee stated that this time is one of the most profitable of the week, and since other theatres can remain open, the North 29 is put at a severe competitive disadvantage, particularly in bidding.

Memphis

Westminster Films, Pasadena, Cal., was busy shooting the Memphis Union Mission's "Skid Row Stopgap," a documentary. The 45-minute subject, in color, is expected to be premiered on Dec. 12.

Wide-screen was installed at the Rosewood. . . . When "Return To Paradise" opened at the Loew's State, it was minus its dance sequence. The Memphis Board of Censors eliminated that portion because it was found "not to be in the public interest or welfare." Also, "The Moon Is Blue" was banned here.

Larry Lancaster opened the Best, Biscoe, Ark. . . . J. K. Jamison, Jr., McCrory, Ark., announced that his father, J. K., Sr., is doing nicely after an operation. They are owners, Ken, McCrory, Ark., and Joy, Bald Knob, Ark.

As a result of President Eisenhower's veto of the 20 per cent federal tax, the five downtown theatres increased admissions from 50 cents until 6 p. m. and 65 cents after to 60 cents until 6 p. m. and 74 cents after. However, Loew's Palace, Loew's State, and Malco have "early bird" matinees with tickets at 50 cents from opening time until 1 p. m. The Malco was the first to post its new price list on July 15. There are no changes in childrens' tickets. This is the first increase in four or five years. George Gaughan, owner, Normal, a suburban, announced that the suburban houses would announce a price increase, following the lead of the downtown houses. He feels it to be an emergency measure, and in the event the tax is repealed, he then believes the prices will be reduced. He estimates the price will jump from 50 cents and 12 cents to 60 and 20 cents. He stated the childrens' price hadn't been increased for over 20 years.

Grand opening of the Corinth Drive-In, Guys, Tenn., was held. It is fitted for wide-angle projection, the screen being wide, and curved, 34 feet high and 60 feet wide. Manager is John Hall, former manager, Grand, Water Valley, Miss., recently destroyed by fire.

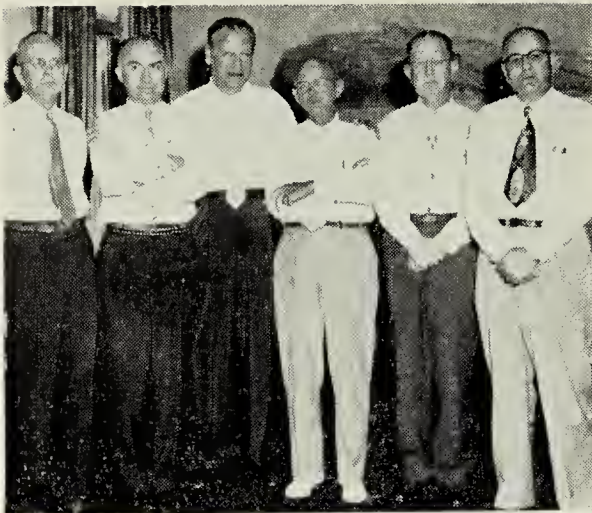
The Better Business Bureau asked the city to withdraw a soliciting permit under which it says professional promoters are "cleaning up" on a charity appeal in connection with a show at the Auditorium on Oct. 31, featuring Don Barry and "Fuzzy" St. John, by calling businessmen and asking them to pay for 10 orphans or underprivileged children to attend the children's matinee. From the Community Chest, the Better Business Bureau learned there are less than 1000 orphans in Memphis who would attend and that businessmen are buying thousands of tickets that would not be used. The show is being sponsored by a Veterans of Foreign Wars Post.

Visitors were: H. C. Waldron, Bay, Red Bay, Ala.; Alvis Bryson, new manager, Arkansas, Mammoth Springs, Ark.; Gordon Hutchins, State, Corning, Ark.; Bob Crawford, Von and Jeran, Booneville, Miss.; N. O. Patterson, Tate, Coldwater, Miss.; Tommy Ferris, Shelby, Shelby, Miss.; W. A. Gray, Rutherford, Tenn.; Frank Patterson, City, Junction City, Ark.; W. E. Ringer, Lake, Lake City, Ark.; Gene Higginbotham, Melody, Leachville, Ark.; Mr. and Mrs. Johnny Keller, Joiner, Joiner, Ark.; Finley H. Moss, Ackerman, Miss.; C. D. McAllister, Grand, Grand Junction, Tenn.; A. B. Ward, Gem, Osceola, Ark., and Roy Dillard, Dillard and Rex, Wardell and Lilbourne, Mo.

Strand Enterprises is closing the Roxy, Ripley, Tenn.

New Orleans

In Alexandria, La., the Rex started a Saturday morning children's show known as the "Pack O' Fun Club." It opens with a broadcast of local talent, broadcast over KALB, followed by a screen program consisting of a western, serial, and cartoons. The talent for the stage



Among those present at the recent RKO sales meeting in New York City were this southern division group, left to right, Ira P. Stone, branch manager, Atlanta; Frank Mooney, assistant southern division manager; Nat Levy, southern division manager; Dave Prince, southeastern district manager; Cam Price, Jacksonville branch manager, and Rony Branon, Charlotte branch manager.

show is selected at the theatre, with Bill Mathews as master of ceremonies.

H. A. Arata, MGM office manager, was vacationing. . . . Ruth Buchmann, Arata's secretary is back from her pleasure jaunt. . . . On vacation was Armand P. Portie, MGM booker.

It's been a long time since O. Fomby visited. He said his greatest concern was shopping for new equipment for his Paula, Homer, La. . . . Floyd Murphy, Exhibitors Advertising Company, Alexandria, La., while here in the interest of his Strand, Vicksburg, Miss., also visited with Bob Wiegand, Commerce. . . . Herman H. Klein, Port Printing Company, and family were on a pleasure tour.

J. E. Alford, McComb, Miss., advised that operations at the State have been suspended for a couple of weeks. . . . Ralph Reid, buyer-booker, Bayou, Bayou Sorrel, La., said that owner J. L. Hebert closed the theatre for extensive renovations. . . . B. J. Lowery assumed ownership-operation of the Town, Pelahatchie, Miss., Theatres Service Company will do the buying-booking.

President-general manager Milton Dureau, Masterpiece, announced the



Walter L. Titus, southern sales manager, Republic, recently attended a party at John Carroll's California ranch marking the completion of Republic's "Geraldine," and is seen with Mrs. Gerald Roberts and Gerald Roberts, in charge of the music department at Republic studios.



Brigadier General Snyder, commanding officer, Florida National Guard, with a group of his staff officers, recently attended the opening of "Thunderbirds" at the invitation of Fred Minor, manager, State, Gainesville, Fla. A large group of National Guard volunteers were sworn into service on the stage of the State at the opening, with music being supplied by a local high school band.

first 3-D release, "Hannah Lee," is scheduled for trade showing. . . . D. Gamelli has taken over operations of the Peacock, previously operated by Mike and Mary Pisciotta. . . . E. G. Davis and Baker Newton opened their new Rio Drive-In, Vidalia, La.

W. E. Limroth, general manager, Giddens and Rester Theatres, Mobile, Ala., visited and booked, as did Henry Meyers, Meyers, Biloxi, Miss.

MGM manager C. J. Briant and Mrs. Briant were vacationing. . . . Al Crook, manager, Castay's Arrow, left for Colorado Springs, Colo., to be the guest of Alexander Film Company. . . . Sammy Wright, Jr., and Frank Lais, Jr., purchased the Algiers Drive-In, Algiers, La. The former, booker-manager, M. A. Connett's Booking Service, will attend to buying and booking while Lais will handle purchasing of concession supplies.

Ed Fessler's and Mike Ripp's attorney, Do Drive-In Corporation, requested of exchanges that their new Do Drive-In, now under construction in Metarie, La., be privileged to bid on first-runs along with New Orleans first-run situations. The new project will be a combined indoor and outdoor theatre, which, in time, will accomodate 4000 persons. Presently the Twin-Screener provides for 1500 and some speakers and there will be an air-conditioned indoor seating capacity of 800.

Sid Kramer, RKO short subjects manager, was in for meetings.

Joy N. Houck's Panorama reopened in a blaze of glory with "Salome" presentation on its wide-screen along with the new sound system. The multiple-colored neon lighted new marquee sets off several blocks on Baronne Street. Other important improvements featured are the reequipped projection booth and extra banks of loud speakers throughout the theatre. The trade, merchants, city and club officials, and a host of friends sent congratulatory messages and floral pieces in every shape, size, and form. Houck and the management hosted the trade, representatives of the press, and

radio, city, and club officials and a crowd of friends at a cocktail party in the penthouse apartment on the third floor theatre structure. Houck's prowess as a progressive showman was displayed in his advanced exploits and newspaper publicity. A half page ad in two colors was employed in newspapers before opening. Many 24 sheet stands were displayed, thousands of heralds were distributed, display cards placarded every available wall, and many business establishments including hotels displayed cards in their windows and on counters. One thousand five hundred invitations were extended to the industry, locally and throughout the nation.

Anna Musso, booker, Republic, was off on a pleasure jaunt. . . . Vienna Bellolo, steno-booker, Booking Service Company, chose "Home Sweet Home" in Maringouin, La., for her vacation. . . . Julia Stubbs, Joy Theatres, Inc., spent her leisure time in Norco, La.

Southern Florida lured Leroy Adams and family for a pleasure tour. He is bookkeeper at Joy Theatres, Inc.

Richard Guidry, Star, Galliano, La., was looking over new equipment at Hodges Theatre Supply. . . . Mr. and Mrs. Lloyd David and their kiddies, Mary Louise and Marvin, Mound, Lake Minnetonka, Minn., spent the weekend with uncle Jack and aunt Ann Auslet. Mrs. David, the former Catherine Johnson, was at the Mound for more than a score of years.

A. L. Royal stated that a Hollywood crew of 31 technicians, photographers, and actors will descend on Silver Creek, south of Jackson, Miss., for the shooting of "Jesse James' Women," the first film for the newly formed Panorama Producing Company, of which Royal and T. V. Garraway, Prentiss, Miss., are the chief stockholders. Lee Garnes heads the photographer's staff.

Don Kay, Kay, made a deal with a Hollywood firm for 40 burlesque shows for national distribution, with the exception of a few theatres on the west coast owned and operated by the production company. The length of each film averages about 120 minutes.

Alabama Montgomery

Following a private screening of UA's "The Moon Is Blue" for Mayor W. A. Gayle, City Police Commissioner; J. W. Ruppenthal, and representatives of various women's organizations, it was decided that the film required no censorship. Consequently, there will be no cuts or restrictions on exhibition.

Arkansas Little Rock

Jay Kimbro, assistant manager, Malco Theatres, Jonesboro, Ark., left to pinch-hit at the three Malco theatres and a drive-in in Camden, Ark., where the assistant was attending a National Guard camp.

President Eisenhower's veto brought a prediction from K. K. King, president, Independent Theatre Owners of



This unusual stunt for Warners' 3-D "The Charge At Feather River" as arranged recently by Norris Hadaway, manager, Alabama, Birmingham, Ala., featured a bucking horse in 3-D display with a six-sheet backing up the screen frame. Children were given free rides on the horse.

Arkansas, that 50 more theatres would close in the state. King reported that 80 theatres had closed since 1946. In Little Rock, theatre officials were dismayed at news of the veto.

Florida Miami

Mitchell Wolfson, coowner, Wometco Theatres, was pictured in The Miami Daily News handing over to Variety Club Chief Barker Eddie Melnicker a check for \$16,329.99 representing two weeks of collections for the Variety Children's Hospital in local theatres of the Wometco Circuit. . . . Jimmy Barnett, Olympia, was enjoying an extra week's vacation, one of the prizes awarded him as a winner in Florida State's showmanship contest. . . . Bob Battin has become manager, Beach, Miami Beach, Fla., succeeding Carl Jamroga. Tom Capuzzi replaces Battin at the Sheridan, Miami Beach. . . . Charles Rich has returned as manager, Cinema, Miami Beach, Fla., after a sojourn in the north. He replaces Mack Herbert, resigned. . . . Hospitalized was Joe Beeman, Cloughton Circuit bookkeeper.

Vacationing was Paul Waliga, Cloughton publicity department. . . . Vacationers at Wometco included Brad Albury, accounting, and Joe St. Thomas,



Ernest MacKenna, manager, Joy, New Orleans, recently ran a championship shrimp-eating contest in conjunction with U-I's "Thunder Bay" and the personal appearance of Marcia Henderson, U-I star, who helped select the winner, with the ceremonies broadcast over WJMR. MacKenna can be seen mopping his brow as he stands on a platform.



Listen!

. . . wherever women get together, the new motion picture, "Breast Self-Examination" is news! . . . at neighborhood and civic centers . . . in factories and business offices . . . at social, fraternal and service meetings, we are showing this film to countless thousands of American women.

If you don't know where you can see this film, telephone the American Cancer Society office nearest you, or address your letter to "Cancer" in care of your local Post Office. An A.C.S. educational program may save the lives of many of your neighbors, fellow-workers or friends.

American
Cancer
Society



confections. . . Flynn Stubblefield's assistant at the Center is Eugene Matthews. . . Twilla Turner is doing vacation secretarial relief in the Wometco district managers' office. . . Keith Hendee, Gateway, Fort Lauderdale, Fla., was pictured in The Fort Lauderdale Daily News turning over \$300 collected at a benefit theatre party to the members of the Fort Lauderdale High School choristers. . . The North Andrews Drive-In was scheduled to open. Paul Baron is manager.

Phyllis Williams, Wometco booking office, was vacationing, as was Marian Kestler, Wometco payroll. . . Dan Smith, Park, Tampa, Fla., vacationed.

Vacationing were Frank Maury, Miracle, Coral Gables, Fla.; Oran Cohen, Strand; Joe Fink, 27th Avenue Drive-In; Dick Gersley, 27th Avenue Drive-In con-

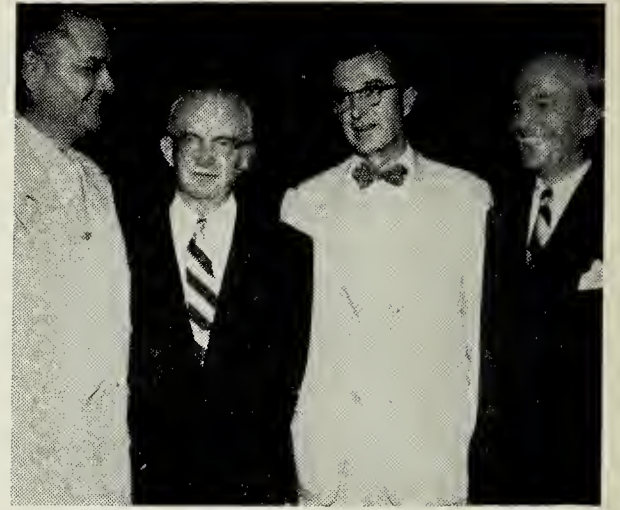
fection unit, and Wometco relief manager Jim Maury.

St. Petersburg

City Council is increasing the occupational license tax. Drive-in licenses will increase from \$100 to \$200.

**Louisiana
Baton Rouge**

Dr. J. D. Martin, director, City-Parish Health Unit, urged proper sterilization of 3-D glasses, and advised patrons of theatres not to use the re-usable glasses but to demand the temporary, take-home, or throwaway cardboard type. Dr. Martin stated that the re-usable glasses are not properly sterilized, and their use by more than one patron can lead to serious eye infections. He added that the Health Unit was sending letters to the managers of all theatres in the East



Among those seen at the recent Paramount "Jubilee" show at the Dilworth, Charlotte, were, left to right, Paramount branch manager A. H. Duren; H. F. Kinsey and Roy Smart, Wilby-Kinsey Service Corporation, and Ernest Stelling, circuit owner.

Baton Rouge Parish advising them to use disposable glasses, or, if they wish to re-use glasses, to obtain the approval on the method to be used to sterilize them between customers. If the method of sterilization proposed for use is an accepted medical method, Dr. Martin said, his office will issue a statement to that effect to the manager, which can be posted where patrons can read it.

**Mississippi
Clarksdale**

The State Highway Department safety engineer was asked to create a 45-mile limit and no passing order for the stretch of Highway 61 at the Skylark Drive-In. The proposed no passing and speed limit zone will extend for approximately 1,500 yards along the highway leading by the theatre from both directions.

Starkville

"Miss Starkville" was selected at a beauty contest at the Lakeside Drive-In. The contest, sponsored by Panorama Pictures, was to award three parts in a film being made in the state with local people participating. The winner went to Jackson to compete with winners from other towns in the state.

**South Carolina
Columbia**

Figures compiled by B. S. Breazeale, director, state tax commission's license tax division, indicate that with theatre closings increasing throughout the nation, the opposite is true in South Carolina. In April, May, and June, 1952, there were 205 regular theatres operating. For the same three months this year, 216 regular houses are operating. Drive-ins open during the same period have soared from 87 to 125. The records show that for the entire year of 1952, 20 regular houses closed, compared with seven closings up to the present time in 1953. No drive-ins closed last year, but three have shut down thus far this year.

Union

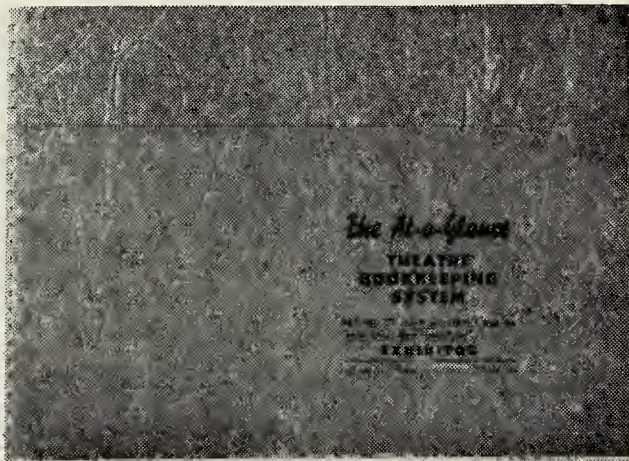
L. W. Wann, owner, Union Drive-In, obtained an order requiring Union County Sheriff Rochelle Boyle to show cause before Judge Bruce Littlejohn why the theatre should be restrained from showing motion pictures on Sunday.

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NEWS OF THE
Territory

Chicago

Harvey Shapiro, veteran B and K manager, resigned from the Terminal to enter business with his father-in-law. . . . Adrian Lavin, daughter of William Lavin, Skokie owner, is assisting at Metro before returning to the University of Illinois.

The recent city health board edict banning the re-use of 3-D glasses is not affecting several theatres making a charge for glasses which may be taken home. . . . Harry Fryer was named manager, new 485-car Rantoul Drive-In, Rantoul, Ill.

Joseph M. Lyon, 70, former owner of theatres here and in suburban Evanston, passed on.

The five-year contract with the Chicago projectionists' union expires at the end of August, and negotiations are in progress for a renewal. . . . The Skyview Drive-In, Litchfield, Ill., added equipment to its children's playground.

Harry M. Rouda, Shore manager, and his wife vacationed. . . . Mr. and Mrs. Joseph McKinley, Rex, Montezuma, Ind., announced the engagement of their daughter, Ailene.

"We are getting 100 per cent cooperation from the theatres," reported Dr. Herman N. Bundeson, Health Commissioner, following the Board of Health ban on the re-use of 3-D glasses. . . . Eddie Zorn gave a luncheon for exchange managers.

Harry Balaban and his wife celebrated their 25th wedding anniversary. . . . The Plaisance reopened after refurbishing.

Arthur J. Silberman was named assistant to Stan Kohlberg, Starlite Drive-In, suburban Oak Lawn. . . . H. W. Boyd, Princess, Cayuga, Ind., is president, Vermillion County Fair. . . . Frank Bright, Uptown assistant manager, resigned. . . . Cecelia Wagner, Telenews office, and Robert Fischer were wed, and were spending their honeymoon in California.

Irving Mack, Filmack owner, bettered a slight illness through a short stay in the hospital. . . . Ralph E. Graham will reopen his Bijou, Clayton, Ill. . . . Herb Kaufman succeeded Abe Fisher, who resigned as midwest director of Republic.

John Debaltz was named Oriental assistant manager. . . . Ann Schroeder, 20th-Fox, visited Hollywood. . . . Max Roth, Capitol head, was appointed to the Pathe Laboratories board. . . . Jimmy Shields, B and K office manager, vacationed in Canada. . . . Adolph List bought the Air Park Drive-In, High-



Henry Walders, midwestern division manager, IFE Releasing Corporation, is shown recently accepting the "Spearhead Award" for "The Little World Of Don Camillo" from Stuart Goldin, right, president, Third Armored Division Association, at the Association's convention in Milwaukee, followed by a special showing of the film.

land, Ill., from Joseph Schremp and Crville Winet.

Mrs. Robert Harrison, wife of the Goodman and Harrison Theatre Circuit partner, is better after hospitalization.

Doug Helgeson, former Loew's and Warner Theatres executive, succeeded Rollin Stonebrook as managing director, Eitel's Palace, where "This Is Cinerama" is showing. . . . Clark Armentrout, Clark manager, Pittsfield, Ill., temporarily closed the theatre to have two large posts removed.

Jack Eckhardt, 20th-Fox chief booker, established his family in his new home in suburban Des Plaines. . . . Louis B. Hess came from San Antonio, Tex., to take the district management of Clasa-Mohme, succeeding J. W. Bower. . . . Alger Theatres, La Salle, Ill., and Bailey Enterprises, Princeton, Ill., are building a 400-car drive-in at Alexander Park, Ill.

S. J. Gregory, Alliance Circuit, after receiving a wire from Spyros Skouras, 20th-Fox president, informing him of the 10,000 pound shipment of clothing and shoes to the Greek islands crushed by earthquakes, announced that Alliance would cooperate fully in the relief effort.

Inasmuch as Columbia's "From Here To Eternity" was sold to a theatre not

bound by the Jackson Park decree, which prohibits first-runs of more than two weeks in theatres owned by defendants in the Jackson Park case, the company withdrew its petition for an extended Loop first-run.

Danny Newman, Astor owner and a publicist, and his wife, Dena Halpern, noted actress, took an extended vacation to the west coast and visited points on their way back. It was Newman's first trip west of Chicago, and he was much impressed.

Herb Kaufman, Los Angeles, succeeded Abe Fisher, resigned, as Republic midwest head.

RKO executives from the New York home office and mid-western branches held a two-day sales conference at the Blackstone Hotel. Attending from the home office were James R. Grainger, president; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager; Edward Walton, executive assistant to the president; Nat Levy, division manager; Sidney Kramer, short subjects sales manager, and Frank Dervin, assistant to Walton. Attending from the branches were: district managers Herbert Greenblatt, midwestern; Al Kolitz, Rocky Mountain; Ben Cammack, southwestern, and Carl Peppercorn, Canadian. Others present included Samuel Gorelick, Chicago branch manager; Seymour Borde, Chicago sales manager, and branch managers Lou Elman, Milwaukee; Fay Dressell, Minneapolis; Ray Nolan, St. Louis; Jimmy Lewis, Kansas City; Don Conley, Des Moines; Max Rosenblatt, Omaha; Stan Jacques, Cincinnati; Russ Brentlinger, Indianapolis; Jack Bernstein, Cleveland; Otto Ebert, Detroit; Sol Sachs, Dallas; Ralph Williams, Oklahoma City; Reg Reagin, Memphis, and Rogers Lamantia, New Orleans.

Gus Kerasotes, head, Kerasotes Theatres, observed his 80th birthday at his home. At a party at Lake Springfield were his son, daughter-in-law, many friends, members of the family, and business associates. Kerasotes Theatres had its start in 1909 at the Royal here, and since that time, 22 theatres in central Illinois have become a part of the organization.



Seen at the recent meeting of the Women Of The Motion Picture Industry in Dallas were, left to right, Billie Webb, 20th-Fox; Dr. R. E. Jackson, TSCW, Denton, Tex., guest speaker; President Verlin Osborne; guest Chill Wills, currently seen in U-I's "The Man From The Alamo," and Flo Gann, U-I.

Dallas

Bart McLendon, Tri-State Theatres, sold the building at 2104 Jackson Street. KLIF, also owned by McLendon, moved under supervision of station manager C. W. Weaver. Weaver reported the move was made without incident since the distance was across the hall. Gordon McLendon, "The Old Scotchman" and son of Bart, now has his offices in the building with Tri-State Theatres, managed by R. J. Euler. The address is still 2104 Jackson.

William Curtis, Interstate accounting department, and family were vacationing in Colorado. . . . Al Mortenson, president, Southwestern Theatre Equipment, was in from Houston, Tex. . . . Mr. and Mrs. Ted deBoer returned from Denver, where they had gone for a month's rest for deBoer, Interstate controller. Hospitalized while in Denver, he returned by plane while Mrs. deBoer drove home.

Mr. and Mrs. William Free took a vital interest in "Teen-age Menace" when it showed at the Samuell Boulevard and Cinderella Drive-Ins. The Frees both played in the picture, and it was written, produced, and directed by him. The couple left for California to select the cast for his next picture, "Son of God," in which Free will take the title role.

Doyle Mount, Capada Drive-In, Floydada, Tex., may have found an answer to speaker-snatching. He was losing up to 10 a month when he hit on the idea of stamping the name of the drive-in on the speakers. He started the practice eight weeks ago, and hasn't lost a speaker since. Mount uses black paint and a very small brush to paint on the lettering, but a stencil would work as well.

Mr. and Mrs. Charles W. Weisenburg returned from a "second honeymoon" in California. While there, they visited with Mr. and Mrs. Phil R. Isley, spending the summer. After returning, the Weisenburgs with their children, Tommy and Lugay, went to their ranch at Port Lavaca, Tex.

Albert F. Reynolds, general manager, and Dowlen Russell, accountant, Ezell and Associates, Inc., were in for meetings with Claude Ezell.

Burglars who broke locks on two doors to gain entry made away with an undetermined amount of cash from the Fox Drive-In, Marshall, Tex.

Lawrence Oliver McCormick, Anthony, Tex., resident for 13 years and owner-manager, New Tez, died.

U-I executives, led by Milton R. Rackmil, president, participated in opening ceremonies of the company's new exchange. Alfred E. Daff, executive vice-president; Charles Feldman, general sales manager, and Frank McCarthy, southern and Canadian division manager, also joined exhibitors at the branch opening. The new building will also serve as U-I's district office for the southwest territory under district manager Hy Martin, and will have an office staff of



U-I stars Hugh O'Brian and Julia Adams are seen with Helen Jane Hahn, EXHIBITOR correspondent, and R. W. Wilkinson, Dallas, U-I branch manager, upon the occasion of the celebrities' recent visit to the Dallas exchange.

46 and a sales staff of nine, under branch manager Robert Wilkinson. F. T. Murray, U-I manager of branch operations, supervised the design and construction.

What is claimed to be the biggest curved screen in the world is the 45 x 85 feet screen on Rowley United's Rocket Drive-In, San Angelo, Tex.

Harold Schwarz returned after hospitalization before leaving with Mrs. Schwarz to visit his brother, Sidney, at Lakeland, Fla. . . . Ed Durham, manager, Isley's Westerner Drive-In, Fort Worth, Tex., vacationed. . . . U-I's Albert Flores, booker, took his family to Chicago to vacation. . . . When Jefferson Amusement Company's booking office moved to Beaumont, Tex., I. W. Rust remained here to open his own buying and booking office in the same location.

Mrs. John Jenkins, Astor, spent a week in Oklahoma City. . . . R. E. Rushing, Ward Theatres, Monahans, Tex., was in; Rubin Frels and son, Rubin Steele Frels, were in from Victoria, Tex., as were Fort Keith, Granbury, Tex., and Lynn Smith, Gonzales, Tex.

INTERSTATE ITEMS — It was J. P. Harrison, Interstate's publicityman at Dennison, Tex., who had the idea for "letters edged in black" to be sent to the President every time a theatre closed. . . . Mr. and Mrs. W. E. Mitchell vacationed in Colorado. He is personnel director. . . . Jimmie Wilkins, accounting department, and husband, Dr. Wilkins, returned from Acapulco, Mex. . . . Bea Ryan, accounting, took her husband to East Dallas Clinic for surgery. . . . John Adams' secretary, Leila Dawdy, returned from a trip. . . . Dr. and Mrs. Lippas were guests of Grace Folsom. Mrs. Lippas was formerly with Interstate, and they have moved back to Dallas from Pennsylvania. . . . Lieutenant Commander and Mrs. Ferrel Sears, Norfolk, Va., were visiting with her mother, Wynona Curtis.

NSS's Alfred Delcombre and family are tripping through Colorado and Wyoming.

PETTICOAT PRATTLE — Lillie Stark file clerk, NSS, vacationed. Also at NSS are three new bookers, Mary Hayes,

Georgia Morgan, and Naoma McGinnis. . . . A group of "Rowettes" honored Doris Witherspoon at a shower and luncheon party at Town and Country. She left Falls Theatre Service, and will be married soon. LaRue Jones started secretarial duties for Horace Falls after two years at RKO. . . . Natalie Burnstein, secretary to C. D. Leon in the Abilene, Tex., office, visited. . . . Debbie Rondeau Cameron, Rowley United, was one of the lucky ones at the Variety "Carnival Night" party who split a \$50 "Bingo" pot. . . . The sound of bells at U-I may be attributed to Millie Rogers, who works for Bill Burns in the booking department, becoming Mrs. James Houser, and Betty Carter, contract department, married to Robert Phillips. . . . Novia Willmon, Altec, returned after illness.

Denver

Charles Boasberg, general sales manager, RKO, was honored at a luncheon given by leading exhibitors of the Rocky Mountain area at the Brown Palace Hotel. Boasberg, making his first visit to Denver since becoming RKO general sales manager, was introduced by J. R. Grainger, president, RKO. Walter Branson, assistant general sales manager, was also introduced and commended at the luncheon by Grainger. Among the top exhibitors attending were: F. H. Ricketson, Jr., president, Inter-Mountain Theatres; Robert W. Selig, vice-president and general manager, Inter-Mountain; Larry Starsmore, president, Westland Theatres, and Charles Gilmour, president, Gibraltar Enterprises. RKO was additionally represented by Al Kolitz, Rocky Mountain district manager; Marvin Goldfarb, branch manager, and Giff Davison, branch manager, Salt Lake City.

E. J. Schulte, 67, with theatre interests in two states, died in Chicago following an operation. He entered the theatre business in 1921 when he bought the Rialto, Casper, Wyo., where he maintained one of his homes. He also maintained a home in Denver. The Rialto Theatre Corporation, of which Schulte was president, grew to 18 houses in Wyoming and Colorado. He was also a vice-president and a director of Gibraltar Enterprises, headquartered in Denver. He was also a director of the Casper National Bank; chairman of the board, Riverton, Wyo., First National Bank, and president of two real estate firms in Casper. He is survived by his wife, Margaret; a daughter, Mrs. Louise Nichols; a son, Russell W.; a sister, and two brothers.

Manager changes made by Harris Wolfberg, president, Wolfberg Theatres, included moving A. D. Traxler, manager, Paramount, to the Valley Drive-In as manager, where he succeeds Stanley Bradford, who moved to the managerial post at the West Drive-In. Jennings Hooks, assistant, Paramount, was promoted to manager, and Louis Silva was raised to assistant.

Seen on Film Row were: Lloyd Greve, Eagle, Colo.; Mr. and Mrs. Burl Lingle, Estancia, N. M.; Leo Farrell, Sidney,

Neb.; Mr. and Mrs. Don Monson, Rifle, Colo.; Herbert Gumper, Center, Colo., and R. D. Ervin, Kremmling, Colo.

Des Moines

Chewing gum in a Marion theatre at Marion, Ia., proved fatal to Mrs. Leone C. Finn, 45. Going to the theatre alone, she collapsed and died. At first it was believed she had died from a heart attack, but an autopsy showed some chewing gum had lodged in her respiratory system in such a manner that it apparently kept her from calling attention to her plight. Persons sitting nearby were unaware that she was in trouble.

John A. Robinson, 31, Sioux Falls, S. D., received a six-month jail sentence after pleading guilty to obtaining money under false pretenses in connection with a giveaway scheme at two Des Moines drive-ins. Robinson was accused of obtaining \$1,860 in cash and checks from Des Moines merchants, in return for which advertising films were to be shown at the drive-ins and free prizes given away. The program operated three weeks at one drive-in, but never started at the other.

The Strand will go out of business on Sept. 15, and the building turned into a clothing store. Tri-States Theatre Corporation, owner, announced plans to close the house, which will leave only one second-run in the loop district. The Bijou was the name of the first house on the site, and was rebuilt into the Unique in 1908. In 1920, A. H. Blank rebuilt it into the Strand.

The federal government filed a \$10,554 tax lien against S. A. Vogel, Rocket, which closed in June. According to the lien, Vogel failed to turn over \$8,756 in admission taxes from last October to the end of June and \$1,798 in employee withholding taxes for the period April through June this year. Vogel purchased the Rocket in November, 1951, on contract from Tri-States Theatre Corporation, but closed the house in June because "it wasn't a paying proposition.

Kansas City

C. W. "Dick" Dickgrafe, former manager, Commonwealth Circuit, Clinton, Mo., is the new editor, The Clinton Eye. Before becoming manager, he was projectionist at Hermann, Mo. . . . Ruth Hannon, former cashier for Allied Artists, stopped off on her way to Troy, Kans., to see her new grandchild and her daughter, Patty.

Don Skalous, Dr. E. L. Warta, and Arden Holthus started to build a drive-in near Atwood, Kans. . . . Ben Adams is planning a drive-in north of Eldorado, Kans. . . . The Strand, Hays, Kans., recently purchased from Fox Midwest by Mr. and Mrs. Howard Neeley, reopened.

Commonwealth opened a new drive-in on Highway 66 at Waynesville, Mo. . . . Fox Midwest dropped its lease on the Orpheum in favor of the owners. . . .

Edward Richardson was sent by Loew's from the Granada, Cleveland, to manage the Midland until a new manager was appointed to replace the late Howard Burkhardt.

Lou Patz, district manager, National Screen Service, and Mrs. Patz returned from a vacation. . . . Lester Zucker, U-I district manager, vacationed with his wife and family.

Republic branch manager Robert Withers returned from New York City. . . . Robert Combe, Republic sales representative, has a new baby daughter, Marilyn Lee. The mother is the former Betty Drake, who, before her marriage, was employed at 20th-Fox.

Mr. and Mrs. C. E. Cook, Tivoli, Maryville, Mo., returned from a vacation. . . . Louis Higdon, Midcentral Circuit, Manhattan, Kans., H. B. Doering, Peoples, Garnett, Kans., and Bev Miller, president, Allied Theatre Owners, returned from Washington, D. C.

Vernon Smith, MGM sales representative, and family returned from a vacation. . . . John Tonge, MGM booker, and young son vacationed in California. . . . Ray Walsh installed 3-D equipment in his Mainstreet, Chanute, Kans. . . . Melvin Murray, National Theatre Supply, returned from his vacation.

Mr. and Mrs. Warren Little have taken over the management of the Fox, Fort Scott, Kans., which they purchased from Fox Midwest. . . . Jean Calvert, U-I contract clerk, returned from her vacation. . . . Christine Chase, Columbia cashier, and her husband vacationed.

George Gabbart, Columbia office manager, returned from his vacation. . . . MGM branch manager Bill Gaddoni returned from a vacation. . . . Pauline Roberts, U-I inspectress, returned from her vacation. . . . Adeline Rosewicz, Lester Zucker's secretary, vacationed. . . . Julie Dorsey, daughter of orchestra leader Tommy Dorsey, was in exploiting MGM's "The Band Wagon."

H. E. Jameyson, president, Commonwealth, had a meeting of all his division managers. . . . Clarence Schultz, president, Consolidated Agencies, returned from a business trip. . . . The Ski-Vue Drive-In, Plainville, Kans., has a new tower. . . . Mr. and Mrs. Ralph R. Winship, Majestic, Phillipsburg, Kans., left for a vacation in Europe. . . . Mr. and Mrs. Glen Cooper, who purchased the Crown, Dodge City, Kans., from Fox Midwest, remodelled the house and installed a new snack bar. The name has been changed to the Cooper.

Mr. and Mrs. Paul Brown, Kansas, Fredonia, Kans., returned from a vacation. . . . Fox Midwest installed a new ice cream bar and two candy machines in the lobby of the Isis.

The new manager of the Fox Tiger, Carthage, Mo., is Robert Rothrock. Former manager W. L. Hilsabeck has been transferred to Jacksonville, Ill.

R. R. "Tommy" Thompson, former Allied Artists branch manager, joined the staff at KCMO-TV. He is film direc-

tor in charge of all programs on film. The station will go on the air Sept. 29, making Kansas City's fourth TV station, and will operate on the ABC network. Thompson owns the Yankton, Yankton, S. D.

Seen were: Mr. and Mrs. Ernie Block, Sabetha, Kans.; Louis Higdon, Manhattan, Kans.; Jay Means, Oak Park; John Courter, Courter, Gallatin, Mo.; Louis Stein, drive-in, Parsons, Kans.; Art Pugh, drive-in, Columbus, Kans.; Bill and Audrey Flynn, 50 Drive-In, Emporia, Kans.; O. C. Alexander, Kansas, Kiowa, Kans.; M. Sonneman, Concord, Springdale, Ark.; George Waddlington, West, Parsons, Kans.; Fred Eberwein, Weston, Weston, Mo.; Elmer Bills, Lyric, Salisburg, Mo.; John Basham, drive-in, Topeka, Kans., and F. G. Weary, Farris, Richmond, Mo.

Les Durland, Consolidated Agencies booker-buyer, returned from Des Moines.

The Trail, Olathe, Kans., was robbed of the night's receipts. The manager, D. B. McClure, discovered the theft when he opened the office.

Los Angeles

The Row was shocked by the sudden passing of Harold Goldstein, 42, Favorite booker. He is survived by his wife and two daughters. . . . Dick Pritchard took over the duties of Alex Schreiber, owner, Paradise, Westchester, Cal., while Schreiber was in Detroit on business. Howard Schreiber is piloting the Paradise since the resignation of Murray Gould, appointed manager, Imperial, reopened by John Wolfberg. . . . Done vacationing was Joe Hartman, National Screen Service salesman. . . . Phil Robbins, Variety, was passing out stogies to celebrate the arrival of twin boys. . . . Spence Wyatt, former MGM salesman, has been named manager, Sero Enterprises' Gilmore Drive-In. . . . Gene Wilbur installed 3-D and a wide screen in the Palm, San Ysidro, Cal. . . . Jack Goldberg, Eastland booker-buyer, returned from a vacation. . . . Plans for a September wedding are being made by Stan Cohen, U-I booker, and Jacklyn Stebbins. . . . Frank Reimer returned from Chicago, where he attended the funeral of his son, Kenneth, killed in Korea. . . . Joe Felder, Favorite, was in from New York for huddles with his son-in-law, Irving Levin, who, with Charles Kranz as his partner, has the franchise. . . . Among the out-of-town exhibitors on the Row to buy and book was O. K. Leonard, Globe, Ariz.

Milwaukee

Jack Lorentz, 20th-Fox, manager, attended a meeting in Minneapolis. . . . George Edgerton, 20th-Fox office manager, is still at home.

Mrs. Harvey Leistikow, inspectress, RKO, celebrated her 25th wedding anniversary. . . . U-I threw a farewell party for Dorothy Illig, who resigned to study dramatics in New York. She was replaced by Lois Zowerton.

Lou Elman, manager, RKO, is sporting a new car. . . . Roy Pierce, general manager, Riverside, returned from the west coast. . . . Earl Fischer, former

exhibitor of the Mozart, Alamo, and Lincoln, was seriously hurt in an automobile accident.

Russell Leddy, Orpheum, Green Bay, Wis., was in, as was Art Allard, Wabeno, Laona, and Crandon, Wis.

Hugo Vogel, Theatre Equipment Company, planned to Omaha, and also went by air to Rice Lake, Wis. He has a busy schedule operating the Plaza besides his duties at the equipment company.

Harry Karp has given over the management of the Jefferson, Jefferson, Wis., to one of his assistants. He is again general manager, Ekins Theatres, which operates theatres throughout Wisconsin.

Frank J. Schmitt, who operated the Park, has again secured the lease for this theatre.

Minneapolis

Stiff sentences are being imposed on vandals in a campaign by the county sheriff's office to stop thefts of loudspeakers at drive-ins. An 18-year-old youth was sentenced to 30 days in the workhouse for theft of a speaker. About 80 individual speakers have been taken from four drive-ins in the greater Minneapolis area so far. The new Navarre Amphitheatre, Navarre, Lake Minnetonka, has had seven speakers stolen since it opened in June.

C. J. Dressell, branch manager, RKO, vacationed. . . . Lowell Kaplan, buyer-booker, Berger Amusement Company, vacationed. . . . Clarence Eaton, artist, advertising department at Minnesota Amusement Company, vacationed. . . . Harry Weiss, RKO Theatres district manager, visited in New York. . . . Tom Hetherington sold the Gopher, Wheaton, Minn., to James Goggin. Goggin formerly managed the Park and Royal, Park Rapids, Minn., for Home Theatres Circuit.

A Miracle Mirror CinemaScope screen has been installed in the RKO Orpheum along with a stereophonic sound system.

Admissions taxes collected during July in Minnesota amounted to \$597,000, compared to \$644,000 in July, 1952. . . . Ernie Hill has been named Twin Cities salesman, Warners, replacing Casper Chouinard, resigned. Hill formerly covered northern Minnesota. Don Urquhart has been shifted from South Dakota to north Minnesota.

The marquee of the White Bear, White Bear Lake, Minn., has been painted. Howard Goldman is the operator. . . . Tom Collins is the new salesman, Allied Artists, to cover North and South Dakota. . . . Ann Coombs, inspectress, Republic, was vacationing at Yellowstone Park. . . . Bonnie Lynch, branch manager's secretary, Paramount, vacationed at Oakland, Cal. . . . Gladys Fuhrman, bookkeeper, Paramount, vacationed in Canada.

Sylvia Gale is the new 20th-Fox clerk. . . . M. A. Levy, 20th-Fox midwest district manager, headquartered here, was in Kansas City and Des Moines. . . . Kenny Gaines, head shipper, Warners, vacationed. . . . Ed Holland, Columbia



Mickey Spillane, author, UA's 3-D "I, The Jury," was recently playfully "attacked" by beautiful members of his fan club on arrival in Chicago to make publicity arrangements for the world premiere.

exploiteer, was in for "The Stranger Vore a Gun", RKO Orpheum.

Recent exhibitors on Film Row were W. W. Kraskin, Forest Lake, Minn.; Mrs. Bruce Waters, Turtle Lake, Wis.; Clint Norene, Frederick, Wis.; Louis and David Deutch, Virginia, Minn., and James Pierce, Fairfax, Minn. . . . Irma Bacon, RKO cashiering clerk, vacationed. . . . The Variety Club of the Northwest reopened, but work is continuing on its redecorating. . . . Don O'Neill was the winner of the golf tournament of the Variety Club of the Northwest at the Brookview Country Club. O'Neill is a Minnesota Amusement Company booker.

Oklahoma City

Dec. 7 and 8 are the dates of the Theatre Owners of Oklahoma convention at the Hotel Biltmore. . . . Plans are all set for the Variety Club, Tent 22, Turtle Derby on Sept. 12 at the Stockyards Coliseum. . . . Gertrude McGonigle, Video home office, is back from a trip.

Omaha

Pat Jolly, who has to have his golf clubs specially built to fit his 6½-foot-plus frame, is now on the U-I sales staff. He left the film field several years ago after being with Columbia and RKO. . . . The Variety Club held its annual Variety Day in three sections, a wide screen stereophonic sound special showing at the Admiral, golf at Happy Hollow Club, and a dinner-dance at the Blackstone Hotel.

The Golden Spike Drive-In, West Dodge, Neb., celebrated its first birthday anniversary with a week-long program of specials, including treats to all patrons, free passes, a watermelon eating contest, and a dusk-to-dawn offering of four features. . . . Joan Smith, Republic cashier, announced her engagement to Henry Weitzl, until recently Columbia shipper.

"Variety Day" was marked with an influx of out-of-town exhibitors who came early for the wide-screen demonstration at the Admiral. Many stayed through to golf at the Happy Hollow Country Club and to attend the dinner-dance at the Blackstone Hotel. Equipment men explained 3-D and various phases of wide-screen and stereophonic sound, and exhibitors were shown the actual operation.

Dr. Ed Lyman, city-county health director, said he did not plan to take any such action as that by Chicago authorities banning the re-use of 3-D glasses. He said he was sure there was no danger in community use of the viewers, pointing out that public telephones presented an even greater hazard, but that "there is no indication the telephone has been instrumental in the spread of disease."

Three million pounds of popcorn were destroyed in a fire at the Aresar Processing Corporation Plant near Tarkio, Mo. The layout, one of the largest in the midwest, burned after a fire started in the elevator and quickly swept through the building. The plant is owned by three film industry figures, including Elmer Rhoden, Kansas City, Fox-Midwest, and managed by R. B. Palmer, Tarkio.

Anne Gloden, Theatre Booking Service, whose marriage last November was only recently announced, was matron of honor at the marriage of her sister, Mary Kathryn, to Richard Ellis. The girls' mother is in the office of MGM. . . . Shirley Babb, MGM receptionist, was bridesmaid at the wedding of her brother, Richard, to Mary Ann Ryba.

Mr. and Mrs. I. E. Schiefelbein, in the plumbing business at Utica, Neb., purchased the Empire from K. F. Nelson. . . . A visitor was Miss Billie Colon, whose father, Howard Colon, owner, Colonial Theatre, Hamburg, Ia., died. . . . Stella Robinson, Columbia cashier, went to Chicago on her vacation. . . . H. A. Jacobs, father of Joe Jacobs, Columbia branch manager, came from Los Angeles for a visit. . . . Ed Hasselbrand, Alexandria, Neb., exhibitor, has been released from an Omaha hospital.

Herb Jensen, exhibitor many years at the Walthill, Neb., Sun, died. . . . Pat Halloran, 20th-Fox salesman, went to Colorado on vacation, and Bill Wink, Warner salesman, took a week of his vacation to lay tile in his basement. . . . Tony Goodman, Warner office manager, competed in the Publinks golf tournament but failed to make the finals.

Mort Ives left the Co-Op Theatre Service, which he and Bill Barker formed two years ago, and entered the real estate business. Barker will operate the booking service by himself. . . . Walter Hagedone, Cozad, Neb., exhibitor, visited to line up installation of wide-screen and stereophonic sound.

Paul Fine, owner, Western Theatre Supply, and F. A. Van Husan, former owner, attended the CinemaScope clinic in New York. . . . Fred Fejfar, MGM salesman, Iowa territory, held a reunion with his brothers Lawrence and Ray at Ray's home in Sioux City, Ia., their first get-together in more than 10 years. . . . The Metro office staff laid plans for the annual picnic.

The Commercial Club has taken over the theatre at Scotia, Neb., and is operating with J. V. Maddox as manager. . . . Fran Hannon, Warner branch manager, was in Kansas City on business.

. . . Joe Scott, Columbia branch manager, was planning a vacation trip to the west coast. . . R. E. Falkenburg, Jr., vacationed. . . Margaret Smith, U-I branch manager's secretary, was vacationing.

U-I held a preview of "The Cruel Sea" at the suburban Dundee. . . Warren Hall, Burwell, Neb., exhibitor and arena director for the famous Burwell Rodeo, said this year's attendance was near a record high. . . Norman Grint, Sargent, Neb., exhibitor, reported that his cashier, Mary Housek, escaped with powder burns when an escaped Colorado convict shot at her on her way home from the theatre. The man was captured.

Portland

Many friends sent consolation messages to Eddie Lamb, general manager, RKO, Seattle, because of the serious illness of Mrs. Lamb.

The Gay Drive-In, Enterprise, Ore., was opened by Mr. and Mrs. A. B. Stockdale. . . I. Westenskow opened the Woodburn Drive-In, Woodburn, Ore., for 350 cars. . . J. T. Francis bowed in with his 99W Drive-In, Newberg, Ore.

St. Louis

The Wehrenberg-Krueger interests awarded a contract to National Theatre Supply for projection and sound equipment, etc., for the Twin South Drive-In, Lemay Ferry and Buckley Roads, in the southeastern part of St. Louis County.

Out-of-town exhibitors seen included: Howard Bates, Cape Drive-In, Illmo, Mo.; Dean Will Davis, West Plains, Mo.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Charles Boninati, Carlyle, Ill.; B. Temborius, Bresse, Ill.; Rani Pedrucci, Johnny Giachetto, and Jimmy Frisina, Frisina Amusement Company, Springfield, Ill., and Bill Collins, DeSoto, Mo.

Judge Frank X. Reller, Wentzville, Mo., exhibitor, is constructing a new residence there. . . Johnny Meinardi, district manager, Fox Midwest, was due back from his vacation. . . George Cohn, Columbia salesman, and his wife, Richelle, assistant cashier, MGM, went to Chicago for their vacations.

Ruby S'Renco, owner-manager, S'Renco's Art, is a happy granddad.

The Orris, Ste. Genevieve, Mo., put up an elaborate neon sign. The theatre is owned by Marin Operle.

Mr. and Mrs. Bill Fitchpatrick assumed duties as managers of the Corral Drive-In and the Ozark, Eldon, Mo., for Tom Edwards. They are the permanent successors to Bill Smith, who resigned to take his family to California.

UA has two new film salesmen. Everett Pierce, booker, has been promoted to salesman for the eastern Missouri territory, formerly traveled by Herb Buschman, recently transferred to

the Denver branch sales staff, while T. D. Beninati, who formerly operated the Mars, Marissa, Ill., and managed the Capitol, Pinckneyville, Ill., is traveling the southern Illinois territory.

In Tuscola, Ill., George Barber is rushing the construction of his 500-car drive-in on Route 36. He awarded the contract for the equipment to National Theatre Supply.

In Paducah, Ky., a new drive-in about four blocks west of the Starlight Drive-In is being constructed by a tavern owner. The equipment is being brought here from an abandoned drive-in at Bowling Green, Ky.

In Jefferson City, Mo., Durwood Theatres, headed by Stanley H. Durwood, will start construction on a new 500-car drive-in on the St. Louis Road about a mile east of the city limits.

In Newton, Ill., the Fairview Drive-In had its opening. Thursday and Friday nights each week will be known as "Buck Nights" on which an entire carload of patrons will be admitted for \$1. C. B. Simmons, owner-manager, formerly was a farm implement dealer at Cisne, Ill.

James V. Walker, managing the Plaza, Mount Vernon, Ill., has been transferred to Marion, Ill., to manage the Plaza in that city. . . Lester Levy, salesman, is a patient at the Max C. Starkloff Memorial Hospital following a heart attack.

Out-of-town exhibitors seen included: B. Temborius, Bresse, Ill.; Charles Boninati, Carlyle, Ill.; Joe Goldfarb, Alton, Ill.; Tom Bloomer, Belleville, Ill.; Judge Frank X. Reller, Wentzville, Ill.; Doc F. L. Lowe, Lebanon, Mo.; C. B. Simmons, Fairview Drive-In, Newton, Ill.; Ed Clark, Metropolis, Ill., and Emil Bebermeyer, Centralia, Ill.

The civil suit of Hornstein, Inc., vs. Paramount-Century involving a \$2500 commission on the sale of a theatre TV set for the New Shenandoah, later cancelled by the theatre owner, has been settled.

Burglars who broke into the concession stand at the Skyway Drive-In, Mattoon, Ill., took 32 cartons of cigarettes, a box of cigars, and some candy.

San Antonio

Eph Charninsky, head, Southern Theatres Company, was off to New York City. . . Jimmy Boyle, U-I, was in. . . The Sunset is currently operating on Thursday, Friday, Saturday, and Sunday nights. . . Jimmy Powers has been subbing as manager, Palace, while Lee Arnstein, manager, was on vacation. . . Sylvan K. Barry, manager, Fiesta and El Capitan Drive-Ins, will spend his vacation in California.

Richard Landsman, Statewide Drive-In Theatres, who recently took over the Midtown Roller Drome, introduced motion pictures at the skating rink. Special movies are shown every Saturday morning for kiddies, and parents are able to leave the children there free of any charge while they do the family shopping. On the last Saturday night of each month, there is a special full length feature film shown at midnight, with the skaters invited to see the film at no charge.

Salvador Galavan has taken over the operation of the Rayito de Luna walk-in. . . Daniel Quinones, Sr., projectionist, Majestic, left for a vacation. . . Major Clarence H. Moss, formerly in the advertising department, Interstate Circuit, and more recently manager, Broadway, returned home following service. . . Mrs. Elizabeth Elley is the new film inspector at Clasa-Mohme.

D. B. Ferguson is constructing a new drive-in at Gladewater, Tex., the Glade Drive-In. It will have a capacity of 375 cars. . . Mr. and Mrs. J. S. Elgin, owners, Nixon, Nixon, Tex., completed the redecoration of the house. . . The Fox Drive-In, Marshall, Tex., observed its third anniversary. Ike Sanders, manager, gave free passes to persons who presented proof that they had been married after Jan. 1. . . Western Whoopie Week was observed at the Waco Drive-In, Waco, Tex., according to C. W. Davis, manager. It is an annual affair with a western booked each day during the week along with western short subjects and western cartoons. There are Shetland ponies which give free rides to children, along with western favors, gum, and candy. Prizes are awarded each night to the best cowboy and cowgirl costume.

The Hi-Ho, owned and operated by Gidney Talley, announced a "vacation plan" for reduced family admission prices for the rest of the summer on



Hugh O'Brian, Chill Wills, and Julia Adams, U-I stars, are seen with the U-I personnel in front of the Dallas branch upon the occasion of their recent visit. R. W. Wilkinson, branch manager, is in the front row, sixth from the left.

Wednesday nights. Continuing through August, adults will be admitted for 25 cents and children will be admitted free when accompanied by their parents.

Among the out-of-town theatremen in to buy and book at the local exchanges were John H. Flache, Alameda, Lamesa, Tex.; Johnny Crain, Tower Drive-In, New Braunfels, Tex.; Jose Ruiz, Azteca, Lokhart, Tex.; Mr. and Mrs. Julius Sadowsky, Waltex, Waelder, Tex.; Enrique Flores, Rio, Mission, Tex., and Gustava Levenant, Haydee, Dilly, Tex. . . . Margaret Bowman, film inspector, Clasa-Mohme, returned from a vacation. . . . J. J. Ornelas, Azteca, returned from his vacation.

Neal Houston has been named Manley salesman for northeast and southeast Texas. . . . The Palo Alto Drive-In, a new 500-car capacity drive-in, has been opened by Thurman Barrett, Jr.

The new Triangle Drive-In has been opened at Ozona, Tex., by W. V. Adwell. He also operates the Ranch and Ozona. . . . The Delwood Drive-In, Austin, Tex., was robbed of \$129.

A special showing of "Francis Covers the Big Town" was held at the Aztec for carrier boys of The Express and Evening News. . . . Barry Burke, Interstate Theatre Circuit auditor, was in. . . . Mr. and Mrs. Richard Landsman, he's with State-wide Drive-In Theatres, returned from Cleveland. . . . Kevin C. Genter, MGM studio representative, was a visitor.

G. W. McBee has been named assistant manager, Majestic, Eastland, Tex., by Siebert Worley, owner. . . . Name of the new drive-in now under construction at Monahans, Tex., will be the Lobo Drive-In. Owners include Paul Klatt, K. L. Turner, and L. W. Taylor. . . . A new air-conditioning system has been installed by Louis Littlefair in the Palace and Tex-Ok, Burkburnett, Tex. . . . Mrs. C. J. Harris, wife of the operator of the Union, Houston, Tex., discovered robbers had broken into the Union and had made off with between \$150 and \$200.

Mr. and Mrs. G. B. Dunlap observed their wedding anniversary. He is office manager, Clasa-Mohme. . . . Mr. and Mrs. Jose Navarro, National, Taylor, Tex., were in. . . . Ralph V. Langston has been appointed representative for Associated Popcorn.

H. L. Handley has taken over duties as manager, Boulevard Drive-In, Corpus Christi, Tex. . . . Melba Musick has been named assistant manager, Stone Fort, Nacogdoches, Tex. Miss Musick was at Conroe, Tex., for East Texas Theatres, Inc. . . . East Texas Theatres, Inc., installed a new wide-screen at the Main, Nacogdoches, Tex., according to B. J. Hardy, city manager. . . . The Westerner Drive-In, Colorado City, Tex., has been sold to West Texas Drive-In, Inc., by Mac Carnohan and H. R. Barker. . . . East Texas Theatres, Inc., purchased a 13-acre site near Nacogdoches to build a drive-in. . . . Marlin Barrow has taken over the management of the Jaycee,

Johnson City, Tex., where he also owns and operates the Joy Drive-In. The Jaycee was formerly managed by Joe Chamberlain.

H. C. Cox has been named manager, Floyd, El Campo, Tex. He succeeds J. Yancey, who moved to San Antonio. The Floyd is operated by the Long Theatre Circuit. . . . Maurice S. Cole sold the Key City Drive-In, Abilene, Tex., to All States Theatres. . . . Herschel Crawford, former owner-operator, State and Palace, Slaton, Tex., died.

San Francisco

Promotions on the row include WB head shipper Edward Averell to booker, replaced by Richard McCarver, formerly second shipper. Third shipper Richard Hamilton stepped into second place. Beverly Putnam was promoted from general clerk to biller, replacing Anne Webb, resigned. Carol Freedman moved from general clerk to percentage clerk, and Martene Hawes, assistant contract clerk, resigned to return to Texas.

Walter Chenoweth, who left San Francisco Theatres, Inc., to manage the Cart-hay Circle, Los Angeles, has returned here, and is now treasurer, Curran. . . . Henry Nasser, inactive with Nasser Brothers the past few months, has now taken over the helm, succeeding Richard Nasser. . . . MGM was the center of activity with such visitors as Jack Cummings, producer; Stanley Donan, director; Adolph Deutsch, musical director for the studios, and S. A. Shirley, chief of Honolulu and Alaska sales, here for meeting with S. J. Gardner, resident manager. . . . Ted Galanter, western press representative, MGM, was in Portland, Seattle, and Spokane to set campaigns on "Take the High Ground" and "The Actress." . . . Lou Singer, Fox West Coast, went from manager, El Capitan, to manager, Fox, Redwood City, Cal. He was replaced by Robert Marsailles, former manager, Crest, Vallejo, Cal. . . . The controversy about who had the right to operate the Vacaville, Vacaville, Cal., has been settled with R. E. Denger, who also owns the Winters, Winters, Cal., being named over three others hoping to get the lease. . . . The Dixon, Dixon, Cal., went from A. R. Peck ownership to James Stephens, who has been associated with Sunny Mount Theatres. . . . The Esquire and Sierra, Stockton, Cal., have come up with a public relations-money making scheme for special shopping days, and the town's recent dollar-day sales advertised in bold print, "Mothers! Park your children at the Esquire or Sierra while you go \$\$\$day shopping Monday!".

Graham Kislingbury, district manager, North Coast Theatres, was named industry chairman for the United Crusade drive. He appointed Frank Harris, manager, United Artists, chairman of film exchanges; Jack Marpole, manager, National Screen Service, organization chairman, and Harry Beckett, B. F. Shearer Company, chairman of film equipment houses. . . . George Archibald, Archibald Film Buying and Booking Agency, is now managing the Palo Alto Drive-In, Palo Alto, Cal., and the Studio Drive-In, San Mateo, Cal.

In Hawthorne, Nev., the Mineralite Drive-In, owned and operated by Mr. and Mrs. "Chuck" Leonard, opened, located at the southern end of Hawthorne near the city limits off Highway 95, and with a 350-car capacity. Leonard estimates that the drive-in will be able to operate about nine months of the year.

Following an exhibitor conference held here by RKO executives James R. Grainger, president; Charles Boasberg, general sales manager, and Walter Branson, assistant to Boasberg, Grainger proceeded to Hollywood for about 10 days for conferences.

Seattle

Allied Artists star Wild Bill Elliott is set to make six personal appearances at theatres playing his pictures on Sept. 3 in connection with "Back To School Week." His appearances will be sponsored jointly by the Evergreen Circuit, the John Hamrick Circuit, The Seattle Times, and several merchants.

The passing of Mrs. James M. Hone, wife of the executive secretary and chairman of the board, Theatre Owners of Washington, Northern Idaho, and Alaska, was mourned.

Jack J. Engerman and Zollie Volchok, both of Northwest, went to Portland to attend the Portland film golf tournament at the Tualatin Country Club. . . . Film Row congratulated Phil W. and Barbara Blake, he's Seattle manager for Manley Popcorn Company, on a new baby boy. . . . Trucks for the Inland Northwest Film Service were rerouted because of the slide in Snoqualmie Pass. . . . Mary Martin, secretary, Manley Popcorn Company, returned from a vacation. . . . Helen Reynolds, Saffle's Theatre Service, vacationed. . . . Other vacationers included Pat Preston, 20th-Fox contract clerk, in California, and Eddie Briggs, head shipping clerk, U-I. . . . Just returned from vacation is Elaine De Mouth, U-I secretary.

James McNabb, business agent, projectionists, was in Providence Hospital with a broken hip and other complications. Also hospitalized were Mrs. Christine Lamb, wife of Edgar Lamb, Seattle branch manager, RKO, at Swedish Hospital, and Clara Nickelson, head inspectress, U-I.

Cecil Thompson, salesman, National Theatre Supply, was in Portland installing a large screen and new lenses at the Esquire. . . . National Theatre Supply is also installing wide-screen and 3-D equipment in Henry Mullen-dore's Avenue, Auburn, Wash., which he is remodeling, and a similar installation for Chris Paulsen's Denali, Anchorage, Alaska.

Film Row visitors included Pat Tappan, Grieme Circuit, over from Wenatchee and Omak, Wash.; Jack Pearl, Princess and Prosser Drive-In, Prosser, Wash.; Bill Evans, Bothel, Wash.; Bing Fournier, B and B, Grayland, Wash., and A. G. Peschia, Eatonville, Wash.

NEWS OF THE

Territory

BRANCHES
Cincinnati

The Board of Health will take no action regarding re-use of 3-D glasses because the type used in local houses are thrown away by their first users.

Louis Wiethe and J. H. Hoskins, partners, operating the Bond in suburban Roselawn, filed suit in Common Pleas Court seeking \$3,000 from the Rev. Earle Ivie, who conducted revival services in the house earlier this year. The plaintiffs claim \$2,000 in unpaid rent and \$1,000 damages to the house.

Away on business were Jay Goldberg, Realart branch manager, and James S. Abrose, Warner branch manager, to Parkersburg, W. Va.; Harris Dudelson, Lippert division manager, to Chicago, and Allan Moritz, exhibitor, to Indianapolis.

In on business were William G. Mansell, Warner district manager, and J. A. Walsh, Paramount home office, New York.

Exhibitors in were Roy Wells and Fred Krimm, Dayton, O.; Jack Needham, Columbus, O.; Paul Orebaugh, New Vienna, O.; Fred Donahue, New Boston, O.; Frank Nolan, Athens, O.; Harry Wheeler, Gallipolis, O.; Harley E. Bennett, Circleville, O.; John R. Poe, Aberdeen, O.; Charles Scott, Vevay, Ind.; J. C. Weddell, Lawrenceburg, O.; George B. Lively, Huntington, W. Va.; Harry McHaffie, Marmet, W. Va.; Al Thalheimer, Logan, W. Va.; Ross Filson, Point Pleasant, W. Va.; E. Payne, Louisville, Ky.; Charles Bowles, Beattysville, Ky., and Woody Bressler, Dayton, Ky.

Vacationing were E. M. Booth, MGM branch manager; Manny Nagel, Allied Artists salesman; Ivory Schnell, National Screen Service bookkeeper; Elvira Moser, UA biller; Wilbur Hetherington, UA booker; Phylis and Marjory Wagner, U-I clerks; Fred Barthell, National Theatre Supply salesman, and Joe Blum, suburban Mount Healthy, O.

Ben Bein, National Screen Service manager, was recuperating satisfactorily after surgery. . . . Jerri Dick, former Realart booker, is the happy mother of a baby girl, Karen Sue.

Herbert J. Gilles, Paramount branch manager, moved his family from Philadelphia to a home in suburban Bond Hill. . . . Realart acquired distribution rights for the 3-D "Hannah Lee" and "The Admiral Was A Lady."

National Screen Service booked "Martin Luther" into the downtown Capitol. . . . Final plans were completed



Among exhibitors attending the recent "Jubilee" screening held by Paramount at the Globe, Detroit, were, left to right, Carl Burmele, General Theatres Service; Harold Brown, president, United Detroit Theatres Corporation; Jack Haymes, United Detroit Theatres; Jack Sharkey, Cooperative Theatres of Michigan; Art Narlock, Empire, Bay City, Mich.; Mike Simon, Paramount Detroit branch manager, and Lou Mitchell, Kilbride Theatres.

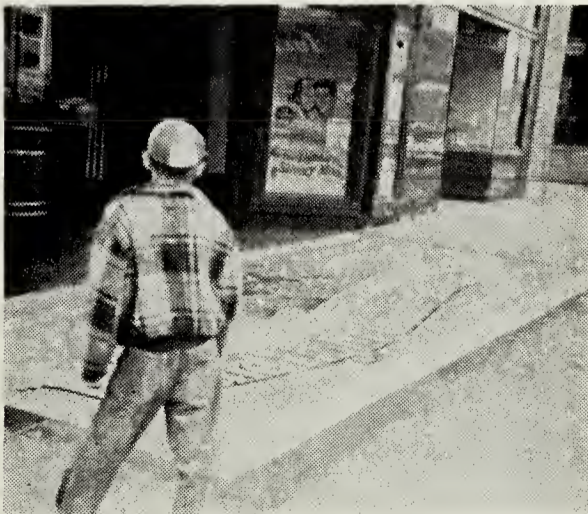
by the Variety Club at a meeting in the Netherland Plaza Hotel clubrooms for the annual "Old Newsboys Day" on Sept. 22. . . . Alline Smith, Nashville, Tenn., guested with her aunt, Marie Donelson, Screen Classics. . . . Silvia Gertzman is a new Realart booker.

Merv Griffin was in for two days of broadcast and newspaper interviews on behalf of WB's "So This Is Love." He hosted a press luncheon attended by E. B. Radcliffe, The Enquirer; Henry Humphreys, The Times-Star and Mary Linn White, The Post. He was also interviewed on radio and TV programs.

Cleveland

While there is no concerted move to boost admission prices, there are indications that this will be done wherever possible. Some theatres, it is admitted, cannot raise prices without injuring their public relations. This is especially true in smaller towns where the theatre owner and his patrons work and play together. Leo Jones, Upper Sandusky, O., exhibitor, is one who believes this is the time to up the scale so that the price can come down when and if the 20 per cent tax comes off.

Moe Dudelson severed his association with United Artists, with which he has



A 24-sheet pasted on the sidewalk in front of the Indiana, Bloomington, Ind., recently attracted plenty of attention to Warners' "By The Light Of The Silvery Moon."

Film Rentals Exempt
From Penna. Sales Tax

HARRISBURG, PA. — Film rentals are not included in the Pennsylvania Consumers Sales and Use and Storage Tax, which goes into effect on Sept. 1.

Chapter 1, Regulation 102, Rentals, says in part:

"The renting or leasing of film by an exhibitor from a distributor is not considered a sale at retail, as that term is used in the Consumers Sales Tax Act."

been affiliated the past 32 years. Dudelson was UA district manager, with headquarters in Detroit, covering the Detroit, Cleveland, Cincinnati, and Indianapolis offices.

Lester Irwin, who spent the past 15 years on the road selling for Paramount, decided to assume triple duties to remain permanently in Cleveland. He continues as sales assistant to branch manager Harry Buxbaum, and also takes over the late Howard Roth's responsibilities as office manager-head booker.

Miss Rickie Labowitch, secretary, Cleveland Motion Picture Exhibitors Association, and her sister motored in Canada for a week. . . . Herb Ochs, Canadian drive-in circuit owner, and Mrs. Ochs were on a tour of their theatres. . . . Marvin Harris, Toledo, O., theatre owner, who has been serving as executive director, Ohio Sesquicentennial celebration, concluded all Sesquicentennial business, closed his office in the Commodore Perry Hotel, Toledo, and is actively back in the movie business. Harris states that he plans to re-open the La Frace, Swanton, O., about Sept. 7.

Henry Hellriegel, builder and remodeler of theatres, came through his recent appendectomy complicated by peritonitis, and is convalescing in his Youngstown, O., home. . . . Shea's State, Ashtabula, O., is being torn down to make way for a parking lot. Shea still operates two houses in Ashtabula, the deluxe 1000-seat Shea's and the smaller Bula.

Harry Henderson, general manager, Associated Circuit's Youngstown, O., theatres, and his family are back from a vacation. . . . Jim Levitt, U-I city salesman, is back after a vacation doing odd jobs around the house.

Gordon Campbell, former RKO local booker who was transferred to Detroit several years ago, is back in, having been promoted to salesman. He succeeds to the territory served by Harry Weiss. Weiss resigned to go back into the exploitation field, and joined Paramount in the east, where he will be near his ailing wife and his daughter, Helen.

Warner branch manager Ernest Sands promoted Norma Rose to the booking department. Previously, she was secretary to office manager Yarro Miller.

Richard Todd, star of "The Sword and the Rose," spent six hectic hours here. . . . Louise Jade, former MGM cashier, who now devotes full time to home-making, has adopted a little girl.

Morris Lefko, RKO district manager, and Jack Bernstein, branch manager, were at a company meeting in the Blackstone Hotel, Chicago.

Arnold Weiss, projectionist, and Mrs. Weiss left for two weeks in Bermuda. . . . M. H. Fritchle, head, Oliver Theatre Supply, was in New York to learn all about the latest RCA theatre equipment. . . . Ben L. Ogron, Ohio Theatre Supply head, was in Chicago to get the latest Motiograph information.

Clip-on Polaroid glasses will now be purchased from National Theatre Supply. They are like clip-on sun glasses, and fasten directly to the wearer's regular glasses. . . . Guests of UA branch manager David Rosenthal at a screening of "Melba" were enthusiastic.

James A. Hickey, Binyon's Restaurant, Chicago, was the house guest of his son, U-I publicist Duke Hickey. . . . Mrs. Sandy Gottlieb, wife of the former local Film Classics branch manager who now operates his own buying-booking agency in Philadelphia, was in for the wedding of her brother. . . . Frank Masek, NTS branch manager, is installing 3-D and wide screen equipment in the Charve, Edgerton, O., Montpelier, Montpelier, O., and the Tivoli, Lorain, O. . . . Dave Leff, former United Artists branch manager and now with IFE in Buffalo, was here to confer with visiting vice-president in charge of sales Bernard Jacou and district manager Mark Goldman.

Bernard G. Kranze, United Artists sales manager, was in. . . . Mrs. Irwin Shenker is in the east combining business with pleasure. For the pleasure part she was visiting with the Jules Livingston's on the Connecticut coast and for business was attending a meeting of dancing teachers.

Concessions sales are up over previous years, Irwin Shenker, Berlo Vending Company, says. . . . The Roxy burlesque house, re-opened.

The Broadvue, all dressed up with new decorations, 3-D, and wide-screen, re-opened under the aegis of the Associated Circuit. Children accompanied by adults were admitted free. The house closed more than a month ago when Roy Gross failed to renew his lease.

Bob Wile, Independent Theatre Owners of Ohio secretary, reports that ITOO attorneys have filed a complaint with the PUCO claiming the new Huntington, W. Va.-Cincinnati trucking rates are unjust and discriminatory, and seeking to have overcharges prior to their inception refunded. While Wile and his family are vacationing in Yellowstone National Park, the business of running the Columbus, O., ITOO office is being handled by President C. F. Phister, Troy, O., and office manager Mrs. Heasley.

Detroit

Theatre Equipment Company, Toledo, O., furnished 3-D equipment and EPRAD "Uni-Max" screen paint for the Gratiot Drive-In.

Michigan U. S. Senators Charles Potter and Homer Ferguson along with



These Sioux Indians, accompanied by Princess Pow Wow, recently appeared in connection with U-I's "The Great Sioux Uprising" at the Robins, Warren, O., where they are seen with Paul Ellis, general manager, Robins Amusement Company.

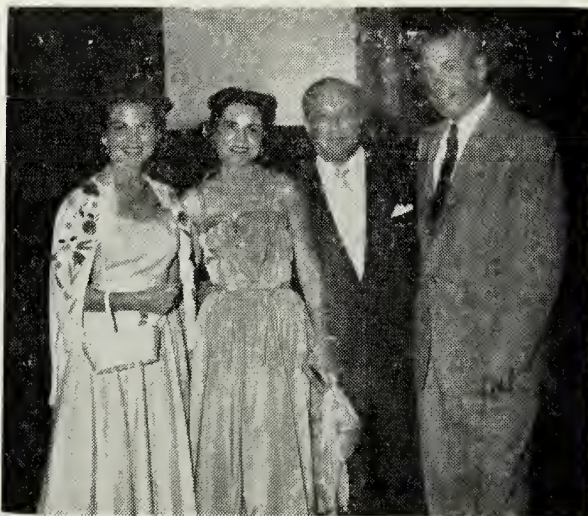
Secretary of State Owen Cleary were commended in a letter to exhibitors by Ernest T. Colon, Allied Theatres of Michigan, for their efforts in behalf of the repeal of the admission tax. . . . The Krim, Highland Park, installed a doctor call panel. Doctors attending the theatre leave name, and are assigned a number. Should they be called, the number is flashed on the panel at the left of the screen, and the MD can pick up his call without interrupting the program.

Directors and volunteer American Red Cross workers saw "Flag Of Humanity" as guests of the Telenews.

The passing of William Rennie was mourned. He had been operating the Amo with his wife. . . . The Great Lakes is being managed by Tom Funk, with his brother going into another business. . . . A and W Theatres took over the Esquire, Grosse Pointe, with the circuit now totalling nine houses under the leadership of Art Weisberg. W. C. Guentsche is managing the Esquire.

Indianapolis

Merv Griffin arrived on his 17-city cross country tour on behalf of WB's



Leonard Goldstein, producer, 20th-Fox's "The Kid From Left Field," recently visited Cleveland and is seen here with Mrs. Al Rosen, Mrs. Dale Mitchell, and Dale Mitchell at a special showing for members of the Cleveland Indians and sports writers. Tom McCleaster, 20th-Fox central division manager, and I. J. Schmertz, Cleveland branch manager, arranged the event.



Dick Wright, S-W district manager in Cleveland, is here seen at his recent induction into the Sioux tribe by the group of Indians touring on behalf of U-I's "The Great Sioux Uprising." Aiding in the proceedings is Princess Pow Wow.

"So This Is Love." In addition to interviews with representatives of newspapers, Griffin had broadcast appearances with Paula Car, WIRE; Jim Shelton, WIBC; Easy Gwinn, WIBC; Chuckles Chapman, WISH, and Ann Wagner, WEBM.

John Cioroianu, Jr., is the new advertising manager, Greater Indianapolis Amusement Company. Mrs. Sylvia Cioroianu, his mother, was killed instantly when struck by a car when she alighted from a bus in front of her home. Mrs. Cioroianu was once honored for not missing a single day's work at Curtiss-Wright Corporation in three years.

Manager Russell Brentlinger, RKO, attended a sales conference in Chicago. . . . Al Chew, booker, RKO, was vacationing at St. Cloud, Minn. . . . Harry Stevens, formerly with MGM, has gone over to the Warner booking department. . . . The Star closed. . . . Herman Hallberg, sales manager, 20th-Fox, is moving into his new home, near Carmel, Ind., while on vacation. . . . The mother of salesman Kenneth L. Dotterer, 20th-Fox, passed away. . . . After a three-day business visit, district manager T. O. McCleaster, 20th-Fox, returned to Cleveland. . . . Branch manager Robert Conn, 20th-Fox, was in New York. . . . Verne Elmore, 20th-Fox, entered the hospital for a major operation.

The Community, Morgantown, Ind., closed. . . . Frank Warren, U-I salesman, was vacationing for two weeks. . . . Mary Long, cashier, United Artists, was spending her vacation at home. . . . Dale McFarland, general manager, Greater Indianapolis Amusement Company, was vacationing in Michigan. . . . Barney Brager, Republic branch manager, lined up 19 August openings for "Sweethearts On Parade" in the state. . . . Marcia Henderson, U-I starlet, was in promoting "Thunder Bay." She made several radio appearances and met the press.

Howard Rutherford, manager, Loew's, went fishing. . . . William Woolen returned as manager, Esquire, succeeding Mrs. Mildred Allen, who will resume teaching.

Exhibitors included: Matt Scheidler, Hartford, Hartford City, Ind.; William McGovern, Ritz, Loogootee, Ind.; Fletcher Brewer, State, Lafayette, Ind., and Allan Moritz, Moritz Theatres, Louisville, Ky.

Pittsburgh

Perry S. Nathan, manager, National Screen Service, returned after a vacation. . . . Harold V. Cohen, The Post Gazette drama critic, returned from a vacation at Provincetown, Mass. . . . Lou Hanna, president, Hanna Booking Agency, is sporting a new Chrysler.

Emporium, Pa., with a population of approximately 3000, is reported to have a TV set ownership saturation of 1000 sets, one set for every three men, women, and children in the town. The general feeling is that this hasn't done the theatre business a bit of good.

Mae E. Shively, general manager, Mid-States Theatre Circuit, made a terrific tiein when she managed to display two view-master tables at the Clearfield County Fair. The display was viewed by thousands of people, many of whom had their first look at 3-D pictures through this medium.

John Muller, Gable, Sharon, Pa., was named manager, Nuluna. The Nuluna was, for some years past, in a buying and management deal with the Gable. Herman Stahl more recently has been trying to divide his time between Oil City, Pa., and Sharon, but it proved to be too much, hence the present arrangement. Muller is installing 3-D equipment in the Nuluna, and the Gable will be temporarily shifted to an operational policy of Friday, Saturday, and Sunday only.

James Albert Johnson, West Virginia representative, National Screen Service, pulled a surprise by getting married. The bride was Marilyn Joyce Auld, a teacher in commercial and business courses in Waynesburg, W. Va., High School. The two were married in Winchester, W. Va., and will make their home in Waynesburg.

Robert Davis, until recently city manager, Dipson's State and Columbia, Kittanning, Pa., has been moved to Dipson's Plaza, Erie, Pa., succeeding Charles Bick. Davis was succeeded at Kittanning by David Turner, associated with the Dipson-Osbourne interests in Wheeling, W. Va.

The John Harris closed down for the installation of the Miracle-Mirror screen. Manager Bill Zeiler said that the size of the screen will be 19 by 50 feet.

The Olympic, Turtle Creek, Pa., operated by the Anapoulos brothers, closed its doors.

Mike Winograd, Oriental and Family, Rochester, Pa., placed an order with NSS for delivery of a new wide-screen in a 40 by 24 foot size.

Rudy Navari, general manager, Eastwood, Penn Township, Pa., returned from a weekend vacation trip. . . . The



Patrons stood in line to wait for tickets for UA's "The Moon Is Blue" at its recent engagement at the Kears, Charleston, W. Va.

Rialto, Renovo, Pa., operated by George McFadden, is planning an early installation of a large ratio screen.

Mort England, in association with the Appel Visual Service Company, opened an office to specialize in the sale and installation of 3-D, CinemaScope, and wide-screen. It will also handle Century equipment.

Earl Beckwith, buyer, Blatt Circuit, grabbed a quickie vacaton. . . . The next multiple first-run, utilizing about 25 area theatres, will be Allied Artists' "Kansas Pacific" and "Torpedo Alley."

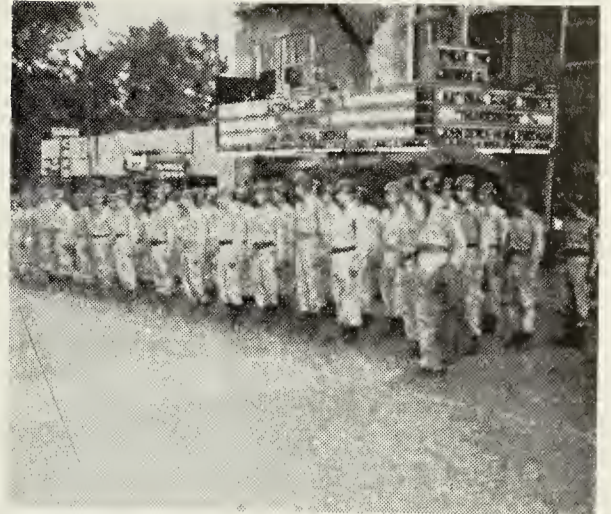
Dave Faunce, who handles local publicity for Johnny Harris' "Ice-Capades," returned from Atlantic City, where he journeyed for conferences with the head man. "Ice-Capades of 1954" will open locally at the Gardens on Sept. 21. The other Harris ice show, "Ice Cycles of 1954," will open for its world premiere on Sept. 8 at the War Memorial, Johnstown, Pa.

Harry Elwell, assistant manager, Loew's Penn, celebrated his birthday. . . . Alma Lype and Sylvia Goldman, both of the Stanley Warner contact office, were vacationing, the former in Cleveland and the latter in New York.

Dick Cvetic, son of Matt Cvetic, manager, Strand, took off for Minneapolis while Jean Marson, SW publicity department, was relaxing at home for her vacation.



In a tieup with a local floral and gift shop, Ralph Moyer, manager, S-W Ambridge, Ambridge, Pa., recently presented an orchid corsage to the first patron to arrive at the boxoffice to see UA's "Moulin Rouge."



The local National Guard unit recently attended in a body at the Indiana, Bloomington, Ind., after marching to see Republic's "Thunderbirds."

In spite of the let-down exhibitors experienced as a result of President Eisenhower's action on the Mason Bill, the COMPO committee on the American-Korean Fund reports that collections were excellent, and that a great showing was made by the large majority of theatres in the exchange territory.

The report still persists that Cinerama will go into the Warner. . . . Carl Dozier, Variety Club Chief Barker, ill for some time, was treated to a private screening of "Gentlemen Prefer Blondes."

Exhibitors were pleased to hear that the one per cent sales tax which goes into effect on Sept. 1 does not apply to film rentals. The news came down last week, and made theatremen happy. Up to that time, there had been some confusion because some distributors were already reported adding the tax to film rentals after Sept. 1. There would have been some bookkeeping headaches also. However, some theatremen will still have to levy the tax on taxable items which they may sell at their concessions counters or merchandise which might be sold in connection with tieups. In New York City, where there is a similar tax, the exhibitors pay the levy.

Indiana Fort Wayne

Managers from 11 local houses turned over a \$2,735 check to the American Korean Foundation. The houses were the Palace, Paramount, Clyde, Embassy, Jefferson, Rialto, Wayne, Wells, State, Indiana, and Maumee.

Ohio Columbus

Dean Martin and Jerry Lewis turned over a check for \$10,000 to Kenneth Hoag, chairman, National Caddy Tournament, in front of an overflow audience that paid as high as \$10 per ticket to attend the world premiere at the Loew's Ohio of "The Caddy." The \$10,000 will be used to augment the College Scholarship Fund of the National Caddies Association for 64 caddie contenders.

More than 50 top newspaper writers and columnists and radio correspondents converged here on Aug. 17 to cover the world premiere of Paramount's "The Caddy," Loew's Ohio. The premiere, highlighted by the appearance of Dean Martin and Jerry Lewis, was a benefit

showing, with all proceeds to be turned over to the National Caddy Association's College Scholarship Fund. The premiere activities were coordinated by Robert E. Husted, Jr., special assistant to Mayor Oestreicher; Walter Kessler, manager, Loew's Ohio, and Ralph Buring, Paramount field representative.

Charles Sugarman and Lee Hofheimer, North Hi Drive-In, were the first to present 3-D outdoors. They closed the Avondale, West Side neighborhood.

Robert Wile, secretary, Independent Theatre Owners of Ohio, and his family plan a vacation in Yellowstone National Park. . . . Ruth Bunsold, assistant manager, Loew's Broad, and Fred Oestreicher, publicity manager, Loew's Ohio and Broad, were vacationing.

Manny Pearson, Metro exploitation representative, accompanied Gloria Van Deweel, in "Main Street To Broadway," during her visit in connection with the showing at Loew's Broad.

Mrs. Russell A. Bovim, wife of the manager, Loew's State, St. Louis, has been here with her son, Bobby, visiting her parents.

Dayton

The world premiere of "Sabre Jet," Cinecolor film drama of air force jet pilots, will be held on Sept. 4 at Loew's as the lead-off event of the National Aircraft Show. Hollywood stars, air force officials, and aircraft industry



Here's the Indiana, Bloomington, Ind., entry in Indiana University's recent "Little 500" bicycle race modelled after the Indianapolis 500. Receipts go to pay scholarships for deserving students, and all have co-ed sponsors and merchant sponsors. The theatre obtained excellent advertising and good will.

leaders will gather for the "Sabre Jet" premiere, which will be followed by the opening of the National Aircraft Show.

Elyria

The Tower Drive-In, half way between Elyria and Loraine, O., on Route 57, had 3-D equipment and its screen, painted with EPRAD's "Uni-Max" all-purpose screen paint, installed by Theatre Equipment Company, Toledo, O.

Lima

The Gloria Drive-In, owned by Horace Shock, had its screen-face rebuilt and enlarged to accommodate the new 1.66 and 1.85 aspect ratio. Theatre Equipment Company, Toledo, O., Al Boudouris, president, redesigned and engineered the remodeling. The spot was reequipped with new Mighty "90" lamps and generators and with short, focal length lenses and new aperture plates. The screen was painted with the new EPRAD "Uni-Max" all-purpose screen paint, furnished by Theatre Equipment Company. Theatre Equipment Company has, to date, successfully equipped over 12 drive-ins for 3-D, and expects to have a total of 50 equipped by the end of the season.

Mount Vernon

George Cameron, Vernon, made arrangements for a special Singer Sewing



Ralph Moyer, manager, S-W Ambridge, Ambridge, Pa., who recently held a "Miss 3-D" contest in connection with WB's 3-D "House Of Wax," is seen above with Marianne Oravetz, Baden, Pa., the winner.



Henry Koster, director of 20th-Fox's first CinemaScope production, "The Robe," and Mrs. Koster recently arrived at LaGuardia Airport from California. While in New York, Koster engaged in a series of publicity activities heralding the picture, which will have its world premiere at the Roxy on Sept. 16.

Machine Company fashion show in conjunction with the regular show on that date. The sponsors awarded grand prizes in a contest.

Utica

Part of the proceeds from showings of "Meet Me At The Fair" were donated to the Hartford Fair by the Mystic for a new 4-H building.

Pennsylvania Erie

Bill Zenny, Lake, built his own wide-screen. . . . Charlie Bick was reported resigning as manager, Dipson's Plaza, to open an office to specialize in advertising and sales promotion work in Cleveland.

Frank Kennedy, who came from the Dipson Bailey, Buffalo, to manager Dipson's Skyway Drive-In, will return to his former post on Sept. 7. Bob Davis, newly appointed manager, Dipson Plaza, will manage both theatres until the drive-in closes for the season.

Regis Burns, manager, Blatt's two drive-ins, was in Chicora, Pa., for a vacation.

New Castle

Bidding for first-runs is still going strong. The Super Castle Drive-In, Hilander, and the Penn are involved.

A ten per cent school tax threatens the Super Castle and Skyline Drive-Ins.

Roulette

C. S. Brown, owner, Roulette Drive-In, has been notified that the Township fathers propose to levy a ten per cent school tax on the theatre.

Sharon

The Nuluna has been leased by John Muller, veteran manager.

The Columbia started installation of a wide-screen. Bill Reister, manager, was on a vacation.

Chris Notopoulos, Hickory Drive-In, started bidding against the Columbia for first-run product.

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Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)
2. 10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)
3. 12 sheets of CONTRACT CONTROL ("Cut-Off") RECORD SHEETS (9 x 12 inches)
4. A permanent EQUIPMENT RECORD
5. An 18-month BOOKING CALENDAR
6. A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa



Among exhibitors present at the recent Paramount "Jubilee" screening at the Capitol, Boston, were, left to right, Morris Simms, manager, Olympia, New Bedford, Mass.; Arnold Van Leer; Harry Browning, New England Theatres; Al Singer, manager, Strand, Providence, R. I.; Archie Silverman, owner, Strand, Providence; George Hackett, manager, Granada, Malden, Mass., and Bill Canning, general manager, E. M. Loew Fall River theatres.

NEWS OF THE

Territory

Boston Crosstown

Since the pocket veto of President Eisenhower, exhibitors and circuit heads have been discussing possibilities of closing certain "borderline houses" and raising admission prices in certain situations. Norman Glassman, who operates the second-run Rialto, Lowell, Mass., has had tickets printed in readiness for a five-cent raise from 35 cents to 40 cents top. He has given up the operation of the Lafayette, Haverhill, Mass., where he also operates the Strand, and the theatre is about to be sold to be converted into a store. Among the circuit officials are several who admit that there are about five per cent of their fringe houses which are just about hanging on, which they expect to have to close after Labor Day. Many agree that the repeal of the admission tax would have made the difference between closing and keeping open this fall. One circuit official admitted that had the repeal been signed by the President, there were two theatres now closed which the directors would have reopened.

The Astor closed for two days to install new equipment, including a new Miracle Mirrow screen, which can take CinemaScope process, new stereophonic sound, and new booth installations. The first film to play the theatre is "Return To Paradise." Joe Mansfield, UA publicist, and Charles Barron, UA home office, were working on the advance campaign.

An all-star motorcade toured Greater Boston for the "Jimmy Fund" on the afternoon of the \$100 per plate Ted Williams welcome home dinner benefiting the "Jimmy Fund" for the Children's Cancer Research Foundation.

Williams Honored - \$150,000 Worth

BOSTON — The Variety Club of New England, the Boston Red Sox, and the motion picture industry have something of which to be proud, the "Welcome Home" dinner for slugger Ted Williams which enriched the "Jimmy Fund" for cancer research by nearly \$150,000.

More than 750 persons of the 1,000 who paid \$100 each, with every cent of it going to the fund, attended the dinner at the Hotel Statler at which Williams was guest of honor. The climax of the banquet came when Edward "Teddy" Kennedy, 21-year-old "baby" of the Ambassador Kennedy family, presented a donation to the "Jimmy Fund" for \$50,000 from the Joseph P. Kennedy, Jr., Foundation.

Teddy Kennedy presented the check to Martin J. Mullin, president, Childrens Cancer Research Foundation, who, in turn, presented it to Williams, who, in turn, presented it to Dr. Sidney Farber, scientific director, cancer hospital, in what was humorously referred to as the most important triple play ever registered in Boston.

Important industryites here for the occasion were Neil Agnew, assistant to Herbert Yates, Republic, who brought singing star Rex Allen; Hugh Owen, Paramount division manager; Anne Robinson, Paramount star; Elaine Stewart, MGM star; Morton Downey, Coca-Cola; Leonard Goldenson, president, AB-PT, and Bruce Newbury, Republic. Others were Michael Redstone, Samuel Pinanski, Philip Smith, Theodore Fleisher, Louis Gordon, Ralph Iannuzzi, Bill Twig, Lloyd Bridgham, Kenneth Douglass, Harry Wasserman, George Roberts, Herman Mintz, Edward Fay, Meyer Stanzler, James Marshall, E. X. Callahan, James Stoneman, Mal Green, Louis Klebenov, Ben Kornfeld, Hy Fine, Bob Sternburg, Harry Browning, Jerry Govan, Sam Feinstein, Benn Rosenwald, Herbert Schafer, Max Naylor, Louis Richard, John Moore, Alexander Film

Heading the star-spangled list of celebrities were Ted Williams, Ed Sullivan, Morton Downey, Ford Frick, Will Harridge, Martin J. Mullin, and Joe Cronin, the Red Sox baseball club, and a host of personalities from all phases of the show world, the Variety Club, the industry, and leaders in public and civic life. At 5:30 p.m., the huge motorcade left the front of the new Jimmy building, and wound its way through the principal streets enroute to the Hotel Statler. Before leaving in their cars, the baseball players had visited with some of the kiddies in the Jimmy Fund building. Others were given a complete tour of inspection of the premises.

An anti-trust case for two millions, three times the damages claimed, was filed in the United States District Court by Boston's well-known anti-trust attorney, George S. Ryan. The action involves the Annamaco Theatre, Inc., Albert B. Lourie, operator, Adams, Dorchester, a suburb, and is against Loew's Boston Theatres, Inc., Keith's Massachu-

Company, Motion Picture Advertisers, and many others.

Ed Sullivan came on from New York to be toastmaster with Curt Gowdy, "Mr. Red Sox," as his assistant. Sullivan gave a brief resume of the history of the "Jimmy Fund."

Mullin, president, New England Theatres, Inc., and co-chairman with Joe Cronin of the 1953 "Jimmy Fund" campaign, was the first speaker, and thanked all the workers for their efforts on behalf of the mothers and fathers of children stricken with cancer. Goldenson said, "We are proud of the great job the distributors and exhibitors in the motion picture business have done, along with baseball in New England."

Jim Britt, who always can be counted upon to give an inspiring address, welcomed Williams back to Boston, and said, "In less than six years, Dr. Farber's team has given total treatment from 16 to more than 200 children stricken with cancer in one year. Ted is going to be proudest of all of this home run tonight, and of the money raised to strike out cancer in children."

In his address, Dr. Farber spoke about the work of his colleagues on the staff of the Jimmy building and the hospital. "We have never turned away a sick child, and as long as a child is alive, the word incurable disease is not used. That is our philosophy of life." Dr. Farber presented Williams with a distinguished service citation from the Variety Club of New England.

Williams' address was delivered smoothly and evenly, and was clearly heard by all. It was telecast and broadcast over a national hookup.

Other speakers were Walter Brown, Chief Barker, Variety Club of New England; Lou Perini, president, Milwaukee Braves; Ford Frick, Commissioner of Baseball; Allen; Miss Stewart, and Lou Boudreau, who presented a gift from the Red Sox team.

Distinguished guests also included the 90-year-old Connie Mack, who willingly posed for pictures at the reception before the dinner; Will Harridge, American League president; Dominic DiMaggio, retired Boston player, and others.

setts Theatres, RKO Keith-Theatres, Inc., New England Theatres, Inc., American Theatres Corporation, Pilgrim Theatre, Inc., Morton Theatre, Inc., and the eight majors, Republic and Monogram. The complaint charges conspiracy for a number of years by a system of runs and clearances, as well as admission price-fixing in the Dorchester and Boston areas.

The final papers are about to be signed on the sale of the Capitol, Quincy, Mass., which has been closed for the past three years, to new owners, who will immediately convert the property into stores. The B and Q Associates Circuit operated the theatre until its closing. The property was owned by Max Levenson, Levenson Circuit, and Morris Sharaf.

Richard Todd, due to fly in for radio and press interviews, was grounded in New York, and had to disappoint the critics. Joe Long, RKO publicist, had

They're Helping, Too

(Massachusetts theatres aiding the "Jimmy Fund" drive are included in this list of houses which have returned pledge cards.—Editor).

Massachusetts

Adams, Adams, Richard Sakel.
 Allston, Capitol, Louis Kenney.
 Amesbury, Strand, Stanley Warner Theatres.
 Andover, Playhouse, Samuel Kesiah.
 Arlington, Capitol, Hugo Ugolini.
 Beverly, Ware, W. R. Allen.
 Boston, Beacon Hill, Robert Holland; Center, Nickolas Lavidor; Fenway, James O'Brien; Loew's Orpheum; Loew's State; Mayflower, Harry Goldberg; Metropolitan, Max Naylor; National, E. Donati; Paramount, Arthur Morton; Pilgrim, American Theatres Corporation; Publix, F. Perkins; Puritan; RKO-Boston; RKO-Memorial; Strand, North Manchester; Telepix, Sharon Bodenstein; Trans Lux, David Kaplan; Uptown, Smith Management Company.
 Brighton, Circle, Tom Wall; Egyptian, Jim Wall.
 Charlestown, Thompson Square, H. Lavidor.
 Dorchester, Codman Square, S. R. Romano; Dorchester, L. Morris; Franklin Park, Charles Pratt; Morton, Harold Sherr; Strand, M. Huban.
 East Boston, Central Square, Jim Ray; Seville, American Theatres Corporation.
 Hyde Park, Fairmount, Irving Flynn.
 Jamaica Plain, Jamaica, George Sweeney.
 Mattapan, Oriental, Joseph Lourie.
 Roslindale, Rialto, Joe Sullivan.
 Roxbury, Egleston, American Theatres Corporation; Ideal, F. Miglianio; Plaza, Tom Mitchell; Rivoli, M. Shapiro; Roxie, N. Lavin; Warren, Goodman.
 South Boston, Strand, Phillip Smith.
 West Roxbury, Hancock Village, H. L. Parker.
 Braintree, Braintree, Barbara Wilkinson.
 Brant Rock, Brant Rock, Fred Banzi.
 Brockton, Brockton, Horace Beals; Center, C. Ramsdell; Colonial, John O'Leary.
 Buzzards Bay, Buzzards Bay, Philip Sanford.
 Cambridge, Central Square, Maurice Corkery; University, Stanley Warner.

Chatham, Chatham, Theodore Bearse.
 Chelsea, Olympia, John Buckley.
 Dennis, Cape Cinema, H. Cadman.
 Easthampton, Majestic, J. Rapalus.
 Eagartown, Playhouse, Alfred Hall.
 Everett, Capitol, Stanley Warner Theatres; Park, Leo Brotman.
 Fall River, Academy, Carl Zietz; Plaza, John E. O'Connor.
 Falmouth, Casino, Nadell; Elizabeth, E. Davis.
 Fitchburg, Fitchburg, E. B. Haley; Saxon, F. E. Boyle; Universal, Lillian Couture.
 Foxboro, Orpheum, Francis Perry.
 Framingham, Cinema, Philip Smith; Gormans, Philip Smith; Hollis, I. B. Finn; St. George, Philip Smith.
 Gardner, Orpheum, J. D. Bresnhan.
 Gloucester, North Shore, Arthur Murch, Jr.; Strand, M. Levenson.
 Great Barrington, Mahaiwe, Earl Raifstranger.
 Greenfield, Victoria, Herbert Brown.
 Harwichport, Modern, Fred Young, Jr.
 Haverhill, Colonial, Frank Kelley; Paramount, F. Colburn, Jr.
 Higham, Loring Hall, Dan Murphy.
 Holyoke, Majestic, Albert Desautels; State, W. Moore; Strand, Bernard Robinson; Suffolk, Paul Kessler.
 Hyannis, Center, John A. Garan; Hyannis, Interstate Theatres.
 Ipswich, Strand, C. Packard.
 Lawrence, Broadway, Stanley Warner Theatres; Capitol, Jean C. Campopiano; Palace, Stanley Warner Theatres; Star, Frank Bosketti; Warner, Stanley Warner Theatres.
 Lowell, RKO-Keith; Rialto, Norman C. Glassman; Royal, Ralph Feldman; Strand, Arthur Keenan.
 Lynn, Capitol, R. Wenner; Olympia, Morris Simms; Paramount, Jim Davis; Warner, Stanley Warner Theatres.
 Malden, Auditorium, L. J. Clark.
 Marlboro, Marlboro, George Healey.
 Medford, Medford, George J. Hackett.
 Middleboro, Middleboro, David Hodgdon.
 Milford, State, Arthur Mabey.
 Natick, Colonial, E. Geary.
 New Bedford, Capitol, E. Dowling; Center, E. Dailey; Empire, H. Zietz; Olympia, Morris Simms; State, H. Zietz.
 Newburyport, Port, Robert Howell; Strand, Stanley Warner Theatres.
 Newton, Paramount, Alex Castoldi.
 North Adams, Mohawk, Richard Buzzell.
 Northampton, Academy, Clifford Boyd.

North Attleboro, Community, Fred Thorpe.
 North Brookfield, Star, E. M. Kelley.
 Norwood, Guild, Smith Management Company; Norwood, O'Neil.
 Oak Bluffs, Island and Strand, Levenson Theatres.
 Osterville, Community, Edgar Pulsifer.
 Pittsfield, Capitol, Lawrence Burke; State, John H. Havens; Union, John Cooney.
 Plymouth, Old Colony and Plymouth, Paul Hachey.
 Provincetown, Provincetown, I. Bernard Lewis.
 Randolph, Randolph, Leo Fredette.
 Reading, Reading, Chester A. Johnston.
 Revere, Revere, Joseph Bean.
 Rockland, Strand, Bernard G. Watt.
 Salem, New Salem, H. J. Chapman.
 Somerville, Ball Square; Steven Bresnahan; Capitol, Jay Concannon; Central, Paul Southerd.
 Southbridge, Strand, Richard Kalagher.
 South Weymouth, Cameo, Lockwood and Gardner.
 Springfield, Art, Stanley Warner Theatres; Capitol, Andy A. Sette; Jefferson, E. A. Altree; Loew's Poli Palace; Phillips, Charles Hurley; Strand, Anne Noret.
 Stoughton, State, George Bailey.
 Swampscott, Surf, Ida Frizzell.
 Taunton, Park, L. Donovan.
 Uxbridge, Cameo, N. Eisner.
 Vineyard Haven, Capawock, M. Levenson.
 Wakefield, Princess, David Hadzdon.
 Waltham, Central, Harold Gordon; Embassy, William Hartnett.
 Ware, Casino, Bernie Iatz.
 Wareham, Wareham, H. E. Prada.
 Webster, State, H. R. Claman.
 Wellesley Hills, Playhouse, Leslie Bendslev.
 Wellfleet, Wellfleet, H. Atwood.
 Westboro, Strand, C. Tobey.
 Westfield, Park, Shea Circuit.
 West Newton, Newton, Joseph Callahan, Jr.
 Winchester, Winchester, Jay Finn.
 Winthrop, Winthrop, Robert Kaye.
 Woburn, Strand, Stanley Warner Theatres.
 Wollaston, Wollaston, J. J. McDermitt.
 Worcester, Capitol, Leo Lajoie; Family, P. Loew; Loew's Poli; Loew's Poli Elm; Olympia; Park, K. S. Forkey; Plymouth, E. M. Loew Theatres; Warner, Stanley Warner Theatres.

arranged a busy day for Todd, with two radio programs and a TV show lined up, besides a press luncheon at the Ritz Carlton Hotel.

Funeral services for Leon J. Levenson, 47, head, concessions department, American Theatres Corporation, were held at the Levine Chapel, Brookline, Mass., with the chapel overflowing with friends and mourners. Levenson, who was national chairman, concessions committee, Theatre Owners of America, was a director of the Boston Center for Adult Education, a director of the Brookline-Brighton Community Center, a civic councilor with the New Boston Committee, a past vice-president, Sentry Lodge, B'nai B'rith, and a member of the

Variety Club of New England, the New England Confectioners Club, and the American Veterans Committee. He was in the air force in World War II. He is survived by his widow, Mrs. Marion Saphir Levenson, his mother, Mrs. Sarah Carp Levenson, and a brother, George. He graduated from Boston Latin School and from Harvard College, class of 1928, and served on several committees for his class at its 25th reunion. Friends were asked to send memorial remembrances to the Walter S. Levenson Fellowship at Beth Israel Hospital. Dr. Walter Levenson, Leon Levenson's brother, died two years ago.

Samuel Richmond has been named managing director, Beacon Hill, by owner

Benjamin Sack, replacing Tom Dowd, resigned. At one time, Richmond operated six theatres in Boston for Proven, and later ran his own theatre in Lawrence, Mass. He has been a distributor for exploitation films in Boston.

Anne Noret, attractive manager, Liberty, Springfield, Mass., Rifkin Circuit, eloped to New Hampshire, and married Paul Regan, Springfield. General manager George Roberts mentions that at the time of the marriage, the film playing was "So This Is Love."

Richard Dobbyn, treasurer, Maine and New Hampshire Circuit, became a grandfather for the 11th time when his daughter, Mrs. John Baioronus, gave birth to a son.

For the first time in 32 years, "Duffy" Lewis decided to close completely the Provincetown, Provincetown, Mass., situated on the tip end of Cape Cod, for the fall and winter. In other years, he has closed the house during the week, but has always had weekend shows for the winter residents. This year, the shuttering will take place on Sept. 14, and will continue until late in the spring of 1954.

Preliminary negotiations have taken place between American Theatres Corporation and Boston University regarding the transference of the property housing the shuttered Esquire, owned by ATC and assessed for \$225,000. It is expected that the university will use the space for its drama and music departments if the deal goes through. The Esquire was built in 1921 by a group of theatre-minded citizens headed by Henry Jewett, producer-director. The late Henry Jewett and his associates staged successful repertory and stock shows for several years, but after Jewett's death, the house was converted into a motion picture theatre and a legitimate house. American Theatres Corporation closed it except for special performances.

Mrs. Mabel Coffrin, owner, Homestead Drive-In, North Montpelier, Vt., was home from the hospital after she was rushed there for a serious infection.

Jim Speirs, Windham Drive-In, North Windham, Me., came to town and was invited to a screening at U-I for the salesmen and bookers.

The Coronation film distributed by U-I, "A Queen Is Crowned," in starting its 11th week at the Exeter Street, established new records in admissions, number of patrons, length of run, and grosses. In the first week, a new house record of \$20,000 was garnered, and yet it was its second Sunday's showing that the film broke a house record for one day's admissions. Continuing on with phenomenal business for the first four weeks, the film settled down to steady grosses varying less than \$1,000 per week. A new top price of \$1 was charged. The Exeter Street has 1300 seats. Miss A. Viola Berlin, managing director, is certain of 12 weeks for the run, and perhaps even more. It is estimated that in the 12 weeks of business, approximately \$100,000 will be taken in. For length of run, "Queen" now beats the record formerly held by "Kon-Tiki," which ran nine weeks, and "Man In The White Suit" and "Paisan," each of which ran eight weeks.

Ann Robinson, in Paramount's "The War Of The Worlds," was in here and in Providence, R. I., on promotion for the George Pal production.

Film District

When Maurice Master's son, Corporal Richard Master, arrives home from service in Europe, he will join his dad in the Master Motion Picture Company, and will discover that the office on Piedmont Street has been remodeled with new partitions and counters added.

Harold Rubin, Globe Premium Company, is now handling the following pottery deals for the trade: Harker Pottery Company, American Limoges Company, Salem China Company, Paden City Company, Homer-Laughlin Company, Watt Pottery Company, and Western Stoneware Company, as well as the American Encyclopedia dictionary for theatre giveaways.

John G. Moore, Paramount branch manager, was in New York for two days of sales conferences with Hugh Owen, eastern-southern division manager.

Benn Rosenwald, MGM resident manager, leaves on Aug. 28 for the west coast for the MGM "See For Yourself" sales conferences.

Joe Levine and Joe Wolf, Embassy, have their first 3-D film ready for distribution, "Hannah Lee." They set up a trade screening at the Coolidge, Brookline, Mass., for a morning showing.

George Kraska, exploitation and publicity man, has imposing new letterheads.

New Haven Crosstown

The Loew Poli College installed a wide-screen. . . . Morris Rosenthal, Loew's Poli, started to work on tieups for "From Here To Eternity" after a good campaign on "The Band Wagon." . . . Bob Spodick was handling the managerial details at the Crown in the absence of Bernie Goffin, vacationing in New Jersey. . . . Sam Estra, College, was in Norwich. . . . Nick Bernardo, College, returned from Lake Quonnapaug. . . . Nelson Frazer and Nick De Grosse, projectionists, Roger Sherman, were vacationists. . . . Bill Flynn, College, was on time off as was Dorothy Linsley, College. . . . Ask Jack Brassil, College, to tell you his "doggie story."

Various nabe houses have promoted special kiddies matinees. . . . Lillian Barone, Poli, was back from vacation. . . . Johnny Miller, Poli, stage union executive, was also back from his time off. . . . Congratulations were in order to Frank Simeone, Poli, on his 50th wedding anniversary. . . . Lou Morris, College assistant manager, was a vacationist.

The MPTO of Connecticut golf tournament at Racebrook Country Club attracted a good turnout.

Meadow Street

An involuntary bankruptcy petition has been filed in U. S. District Court against Connecticut Theatre Candy Company, whose president is Lewis S. Ginsberg. Judge Carrol C. Hincks referred the matter to Saul Berman, bankruptcy referee.

Lou Phillips, Capitol Theatre Supply, made arrangements for installation of new wide-screens at the Lincoln, New Haven, and Fine Arts, Westport. . . . Eva Cooperstock, U-I, was a vacationist. . . . The new assistant shipper

to Sam Zipkin at U-I is George Mentsas, known to dance music enthusiasts as George Kent. He and his orchestra recently played for a Register block dance. . . . Norman Bialek, Fine Arts manager, Westport, was a vacationist. . . . The Ville, Waterbury, screened "City That Never Sleeps" for Police Superintendent Roach and his Brass City police. . . . Bill Pavone, AA, came back from a trip. . . . Phil "Roxy" Oliver, former manager, Strand, Bridgeport, is quite a sick man, and cards may be sent to him at 180 Houston Street in the Park City. . . . The Park, Thomaston, had merchants prizes from the stage. . . . The Oak, Oakville, is due to reopen around Sept. 1.

The Rialto, Windsor Locks, went back to a full week operation. . . . The Glastonbury, Glastonbury, is due to reopen in September. . . . Raymond A. Ellis, Oakville, plans opening his Oak in September. . . . The Plaza, Waterbury, has had its seats removed, and the theatre is going through a remodeling job, after which a store is reported to be opened. . . . Add to those already reported at the Manchester Drive-In on opening night: Earl Wright Columbia; Ray Cairns, Metro, and Will Dow, Metro.

That's a good lobby display which Warners has in the entrance to the exchange. It says, "Book 'em Solid for me from Aug. 30 to Dec. 26. Thanks a million, Max Birnbaum." . . . Joe De Francesco, Cheshire, Cheshire, was a Block Island vacationist. . . . George Cairns, son of the Metro salesman, is an assistant shipper at Columbia for the summer. . . . Frank McWeeney, Pine Drive-In, Waterbury, was assistant chairman, East End Community Club clambake. . . . The Waterbury musicians held an outing at the Naugatuck Fish and Game Club, and the arrangements committee included Joseph Sauchelli, chairman; Carl Berg, Carmen Magnano, Albert Veillette, Champ Scinonolfi, Cosimo Venditti, and Joseph Pagano.

George Weber, former MGM office manager, finished his pictures for the Yale football programs, and folks will be seeing them this fall. . . . Earl Wright, Columbia salesman, was expecting his sister from the west coast. . . . Walter Silverman, Columbia branch manager, has a new car. . . . Nat DeFrancesco, son of Joe DeFrancesco, Cheshire, passed his State Board, and is now a licensed chiropractor. . . . Vincenza De Cerbo, 20th-Fox, is due to leave on Sept. 11 for a boat trip to Italy with her mother. . . . Jack Bloom, 20th-Fox, New York, was in. . . . The Win, Waterbury, has been closed, but there is a report that it may reopen soon with Dan Zarrilli as manager. He may be reached at 218 Plank Road, Waterbury.

Circuits Loew Poli

Lou Brown, publicity director, was in Virginia Beach, Va., with Mrs. Brown. . . . Division manager Harry F. Shaw was in charge of the Colony Beach Club

"Cabaret Nite" floor show. . . U-I's John McGrail was in Bridgeport and Hartford working on angles for "Thunder Bay." . . . Charlotte Sitzer, New Haven office, was on vacation.

Stanley-Warner

The Stanley Warner managers zone meeting, scheduled to have been held last week at the Waverly Inn, Cheshire, was delayed because of the sudden death of John Hesse, Connecticut district manager. It will be held tomorrow (Aug. 27).

Variety Club Tent 31, New Haven

Blocks of tickets for the boxing show on Aug. 24 were sold by various members of the tent. Van Heflin, at Clinton Playhouse, did his bit by getting some tickets and helping with publicity.

Connecticut Hartford

Jim McCarthy, manager, Strand, back from a vacation, arranged with Art Moger, Warner regional exploiter, to have Allen M. Widem, The Hartford Times, interview Merv Griffin, visiting in Boston, by phone in the interests of "So This Is Love."

Francis M. McWeeney, Sr., and Francis M. McWeeney, Jr., and Louis B. Rogow filed incorporation papers for Loumac, Inc., to provide concessions for the Pine Drive-In, Wolcott.

Sperie G. Perakos, general manager, Perakos Theatres Associates, disclosed plans for construction of the Connecticut Circuit's first drive-in on New Britain Avenue, Plainville.

Bernie Menschell, John Calvocoressi, and the latter's wife, Frances, opened their newly-opened \$100,000 drive-in at Bolton Notch, a suburb of Manchester. The 550-car capacity project is called the Manchester Drive-In, with a large trade delegation from Hartford, New Haven, and other cities in attendance. Operating firm is Manchester Drive-In theatre Corporation.

Frank Lizot resigned as assistant manager, Crown, to join Shulman Theatres as manager, Rivoli, replacing Mrs. Barbara Lord.

Louis D. Murphy, 76, Thomaston's first exhibitor, died recently, with burial in East Milford, N. H. In recent years, Murphy managed the Park in that eastern Connecticut town. . . . Residents' objections to proposed drive-in plans for Watertown are slated to be heard at a State Police Headquarters hearing in Hartford on Sept. 21. The theatre would be constructed by Fred Quatrano, Waterbury, and associates.

Downtown theatre managers participated in Hartford's "Pedestrian Safety Week" by offering passes to winners of a "Mystery Walker" competition.

Jack A. Sanson, city manager in Manchester for Stanley Warner Theatres, vacationed. . . . Jim McCarthy, manager, Strand, checked in from two weeks of sunning on Long Island. . . . Ray

McNamara, Allyn, got back from a few days on Cape Cod.

The Hartford Theatre Circuit put a screen, measuring 29 feet wide and 16 feet high, into the Central, West Hartford. Shulman Theatres installed a screen measuring 32 feet wide and 16 feet high, into the Barry Square, Webster. In Middletown, Sal Adorno, Jr., assistant general manager, M and D Theatres, reported installation of a screen 15 feet high and 30 feet wide at the 1100-seat Palace.

Ray McNamara, Allyn, and family motored to Cape Cod, Mass. . . . Arthur Canton, MGM's eastern press representative, and Lou Brown, ad-publicity chief, Loew-Poli New England Theatres, huddled with Lou Cohen, Loew-Poli, on "The Band Wagon."

B and Q named Jim Grover to the assistant manager's spot at the Bijou, Springfield, Mass. . . . Will Dow, on an eight-week training tour for Loew's foreign department at MGM, New Haven, visited the newly-opened Manchester Drive-In, accompanied by exchange manager Philip F. Gravitz.

A new tieup, with no charge to the theatre, has gone into effect between the Pike Drive-In, Newington, and WKNB, New Britain, with Tex Pavel, "The Old Wagon Master," broadcasting a disc jockey show, called "Pike Platter Party," from the theatre concession building Tuesday through Friday nights.

Barney Tarantul, partner, Burnside Theatre Corporation, East Hartford, reports that his 18-year-old son, David, will enter dental school in September. . . . Charles L. Obert, stage manager, Allyn, vacationed aboard his boat.

Numerous visits to present drive-in facilities throughout Connecticut are part of pre-commitment planning for an Adorno drive-in, reports Sal Adorno, Jr., assistant general manager, M and D Theatres.

New London

Thomas E. Gannon, assistant manager, handled the Stanley Warner Garde during the Old Orchard Beach, Me., vacation of manager Nick E. Brickates.

Norwich

Joseph S. Boyle, Loew-Poli manager, checked in from a two-week vacation trip to Syracuse, N. Y. Relief manager was Paul O. Klinger, Loew-Poli, Waterbury.

John E. Petroski, manager, Stanley Warner Palace, was ill during his vacation. George E. Haddad, manager, Gem, Willimantic, was the relief manager.

Putnam

Manager Wilbur Neuman, Bradley, said he cancelled the scheduled showing of "The Moon Is Blue" at the request of Catholic church people.

South Norwalk

E. J. Cassaras, manager, SW Palace, announced that the SW Rialto would

reopen early in September. Interior decorators are presently at work repainting and refurbishing the entire theatre. Cassaras will manage both theatres when the Rialto reopens.

Waterbury

Two youths were fined \$25 each and given 60-day suspended jail sentences by City Court Judge Mitchell G. Meyers on charges arising from the disappearance of several microphones from the Pine Drive-In.

Massachusetts Lynn

Manager James Davis, Paramount, was one of the judges at a beauty contest sponsored by the Lynn Junior Chamber of Commerce to pick "Miss Massachusetts."

Joan Rooks, Surf, Swampscott, Mass., is to take the nursing course at Lynn Hospital. . . . Newt Courtney, Lynn projectionist and commercial photographer, is taking pictures in France.

Springfield

A plea through a newspaper for a television set for a nine-year-old Springfield boy dying of cancer brought a quick response from Sam Goldstein, Western Massachusetts, prexy, who had one installed for the lad.

George Freeman, Loew's Poli, was vacationing at Salisbury Beach, N. H., and Ande Sette, Capitol, was in New Jersey.

Harry Fischer has been appointed assistant manager, Paramount, where Edward Smith is manager. Fischer succeeds Clem McCann.

Ware

A temporary license to operate the Casino was granted to Western Massachusetts Theatres, Inc., by the Board of Selectmen, but a permanent license could not be granted until a state license permitting showings on Sundays was produced. Western Massachusetts Theatres took the house back from Ralph E. Snider, Boston.

New Hampshire Keene

A "Roving Mike" quiz show was held at the Keene Drive-In with a jockpot of \$15 being offered to the winning Sunday night participant.

Milford

Funeral services for Louis D. Murphy, 76, manager, Park, Thomaston, Conn., were held at Riverside Cemetery. He is remembered as the businessman who introduced movies to Thomaston, where he showed them at the old Opera House.

Newport

The Latchis has been equipped with a wide-screen, 43 feet wide and 17 feet high.

Penacook

Tickets sold for 20 cents on "Bargain Night" at the Palace.

NEWS OF THE

Territory

New York City
Crosstown

The Bronx, Kingsbridge, is now operated by the Lemar Theatre Corporation, and Ligget Florin will do the buying-booking. . . . The Polk, Jackson Heights, is now operated by the Polk Amusement Corporation.

SKOURAS THEATRES — Pat Geringer, assistant to Morris Hertzberg, film statistics department, received birthday congratulations before leaving on her Connecticut vacation, and also announced her January date with the stork. . . . Jean Goodkind, secretary to Spyros Skouras, Jr., went back to Milwaukee to visit with her family.

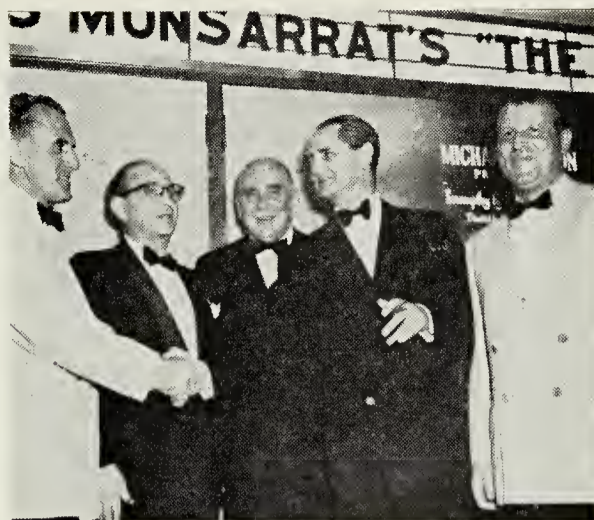
ASSOCIATED PRUDENTIAL PLAYHOUSES — Office manager Jim G. Holt was at Vineyard Haven, Mass., vacationing. . . . Booker Nat Harris and assistant booker Josephine Degnan were also away on their annuals.

Ben Drexler, Brandt booker, was vacationing. . . . Rosenblat and Welt's Lyceum, Bayonne, N. J., welcomed back as manager Paul Reynaud after a five year absence. . . . Martin Lewis was running a festival of British films at his 55th Street Playhouse with good results.

Exclusive has "Kamet Conquered," a Royal Command Performance film of the conquest of one of the Himalayas.

Sid Mesibov, Paramount exploitation manager, returned to his home office desk from a two-week vacation in Pennsylvania.

Dan S. Terrell, MGM publicity manager, returned from the coast following a visit to the studios, where he conferred with executives. . . . George Nichols, MGM studio publicity department, arrived from the coast to do special publicity in connection with "Take The High Ground. . . . Mitchell Rawson and Arthur Canton, MGM's home office publicity department, were vacationing.



Seen at the recent American premiere of U-I's J. Arthur Rank production, "The Cruel Sea," at the Fine Arts, New York City, were Alfred E. Daff, executive vice-president, U-I; author Nicholas Monsarrat; Richard Davis, managing director of the theatre; Sir Henry Hobson, British Consul General, and Milton R. Rackmil, president, U-I.

Another in the series of Altec divisional meetings under way throughout the country was brought to a close by C. J. Perkins, northeastern division manager. The meeting, presided over by Perkins, was attended by Fred Hall and R. W. Kautzky, northeastern branch managers, and members of the field personnel, including S. M. Trent, F. A. Brown, G. W. Evans, and Ralph Siegel.

C. Bruce Newbery, director of sales, Republic, and Neil Agnew, special assistant to President Herbert J. Yates, left by air for Los Angeles to confer with Yates and production officials at Republic studios concerning forthcoming product and sales policy.

An unprecedented promotional tieup between television, radio, and motion pictures was completed by the National Broadcasting Company, its local flagship, WNBT, and 20th-Fox. The complex plan, running from Aug. 31-Oct. 10, will serve to launch the world premiere of "The Robe" at the Roxy on Sept. 16.

New wage scales giving immediate increases of from \$3-\$5 per week, and providing for further increases after Sept. 1 of next year, have been negotiated for cashiers of RKO Theatres in New York by IATSE Theatre Employees Local B-52. Under terms of a two-year agreement, the rate for be-

ginners is boosted from \$31 per week to \$34, and rises to \$36 at the end of six months and to \$38 at the end of a year. Cashiers now in their second year with the company go immediately from \$34 to \$38, and will receive \$40 after Sept. 1, 1954. Three-year employees go from \$37 to \$40 and then to \$42, and four-year employees go from \$39 to \$42 and then to \$44. The new scales were negotiated by a committee headed by Miss Margaret Brown, business agent of the local, assisted by IATSE International representative Joseph D. Basson. RKO was represented at the bargaining sessions by Major Leslie E. Thompson and Miss Mary Tuttle, personnel manager.

Bernard Jacon, IFE Releasing Corporation vice-president in charge of sales and distribution, returned following a two-week trip to New Orleans, Chicago, and Cleveland.

New Jersey
Asbury Park

Screenings for clergy and discounted tickets for church congregations and schools were the two main elements of the campaign for "Martin Luther" conducted by Bob Hynes, city manager, Walter Reade Theatres, for the pre-release at the Ocean. Assisted by Borden Mace and Irving Drutman, Louis deRochemont office, he held two morning screenings at the theatre attended by nearly 250 clergy and church officials from all over Monmouth County. Special discount tickets were distributed. The film was cross-plugged by trailers and by lobby set pieces in 10 other Reade theatres in the Monmouth County area, and extensive posting of window cards and one-sheets was undertaken.

Eatontown

Construction of Television Station WRTV, the Walter Reade Theatre of the Air, on Channel 58, is underway following ground-breaking ceremonies at the Eatontown Drive-In. F. Bliss Price, mayor, and Walter Reade, Jr., circuit president and head, television station, used a silver spade. Reade said that construction would now proceed rapidly, with the station aiming for test-pattern operation in early December. The 425-foot transmitter tower will be topped by a 40-foot antenna, and a 50-foot by



Columbia's "From Here To Eternity" recently had a record-breaking opening at New York City's Capitol, and shown above in the usual left to right order are Louis Weinberg, Columbia sales executive; Joseph Vogel, Loew Theatres' executive;



Buddy Adler, producer of the film, and Eugene Picker, Loew's executive; a sailor obtaining Donna Reed's autograph in the lobby as Picker looks on, and pictorial evidence of the crowds on the opening day.



60-foot studio-office building will be constructed at the rear of the drive-in.

Hoboken

David J. Kane, manager, U. S., came up with an idea that could pay off at boxoffices anywhere. When a local referendum was held at the last election on the question of higher pay for police and firemen, Kane contacted the officials of the police and firemen's organization. After several conferences, he was appointed to take charge of promotion and publicity in the drive for higher pay. The first thing he did was to run a kiddie party at the U. S. with all children admitted free and with promoted prizes, free candy, and ice cream as added features. The firemen and policemen circulated heralds, with the back imprinted with data in connection with the campaign for an increase. Another of the free kiddie parties is planned for October, and a rally will be held just before election on Nov. 2, with a free stage show in which stars of radio, TV, and screen will participate. There will be no admission, the police and firemen's organization defraying all expenses, but they will get the message across. A large parade to the theatre will also be held. This creates a lot of good will for the theatre, and brings both the firemen's and policemen's message and word about the theatre to all residents. Kane has been active in Hoboken for years, and is chairman of the 1953 drive for blood for the Red Cross. He was also chairman for "The March of Dimes" and Holland Relief Fund, and received the 1953 award from the Jewish War Veterans of Hoboken for his successful campaign in the blood drive.

Newark

Donald Ballantine, assistant manager, Branford, left for Florida. . . . Abe Shuman, Carl Fish, and Harold Goidy, Capitol, were back from vacation. . . . Arthur Manfredonia, manager, Stanley, Jersey City, N. J., returned with his family from a vacation in Maine.

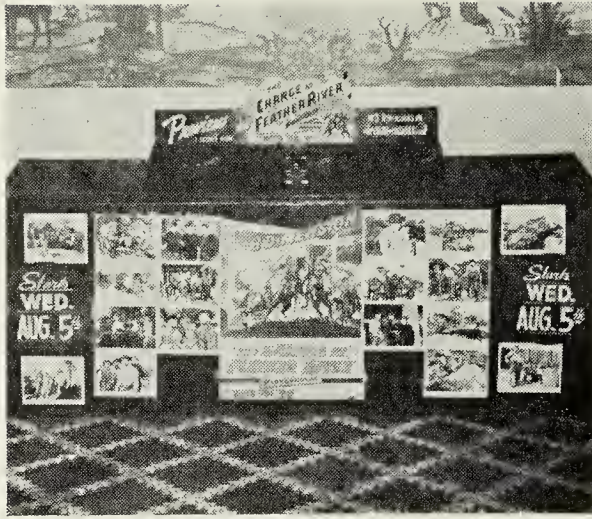
Martha Schainman, Stanley Warner purchasing department; Evelyn Reardon, secretary, Stanley Warner office, and C. Piltz, Stanley Warner sound department, were vacationing.

George Izenberg is back at the Stanley Warner office after a vacation, as is Jim DiPalo, Stanley Warner booking department.

Ethel Oxley, receptionist, Stanley Warner, was vacationing.

New York State Albany

Stanley Warner Cinerama Corporation, which filed its original certificate to conduct a theatrical business, with Delaware office at 100 West 10th Street, Wilmington, recorded a statement and designation here that its New York State offices are at 321 West 44th Street, New York. W. Stewart McDonald, as vice-president, executed the certificate. It gave the capital stock as \$100,000, \$100 par value.



Stills and a window card were the accessories recently used by Joe Sommers, manager, Walter Reade's Kingston, Kingston, to dress up his 3-D National Screen Service Viewmaster display box in the lobby for Warner's "The Charge At Feather River."

George Wetmore, former chief of operations, WXXW, has been appointed assistant general manager, Schine-owned Patroon Broadcasting Company.

Variety Club members, headed by Gene Teper and Harold Gabrilove, put their shoulders to the wheel for the successful "Booster Night" staged by the Chamber of Commerce to help the Albany Eastern league baseball club. Gabrilove, ex-Assistant Chief Barker, gave an RCA television set as the big prize. Seventeen prizes were awarded. The p. a. was manned by Alderman Richard J. Connors, one-time trade paper correspondent. Owner Tom McCaffrey, Congressman Leo W. O'Brien, and Eddie Bracken were among those sitting in the Variety Club box, on the first base side. Others included: Gene Teper, Mr. and Mrs. Harold Gabrilove, Dr. A. I. Milstein, co-chairman of publicity; Ray Smith, Warner branch manager, Mrs. Smith, and their son, Jackie; Leonard L. Rosenthal, Upstate Theatres, Inc., and Mrs. Rosenthal; former Chief Barker Nate Winig; Mrs. Leo W. O'Brien, and Bob Wallace, WROW chief announcer and pre-game master of ceremonies.

The Van Curler Broadcasting Corporation, jointly owned by the Troy Broadcasting Company, operator of WTRY, and Fabian Theatres, petitioned the

Federal Communications Commission to approve the location of its transmitter for a UHF television station on Channel 35 at Mount Raffensque, two-and-a-half miles northeast of Troy.

Martin and Lewis were scheduled to do five stage shows at Fabian's Palace. Polly Bergen and Dick Stabile, musical director, headed the group of supporting artists.

Martin Moskowitz 20th-Fox Empire State division manager, visited here and in Gloversville. Branch manager Nat Rosen accompanied him to the Schine Circuit offices. . . . Television spots on WRGB, Schenectady, for "Mister Scoutmaster" covered a wide range. . . . Charles A. Smakwitz, Stanley Warner zone manager, was among the circuit's representatives invited to a party at Lawrence, L. I., home of vice-president Sam Rosen. Mrs. Smakwitz accompanied him.

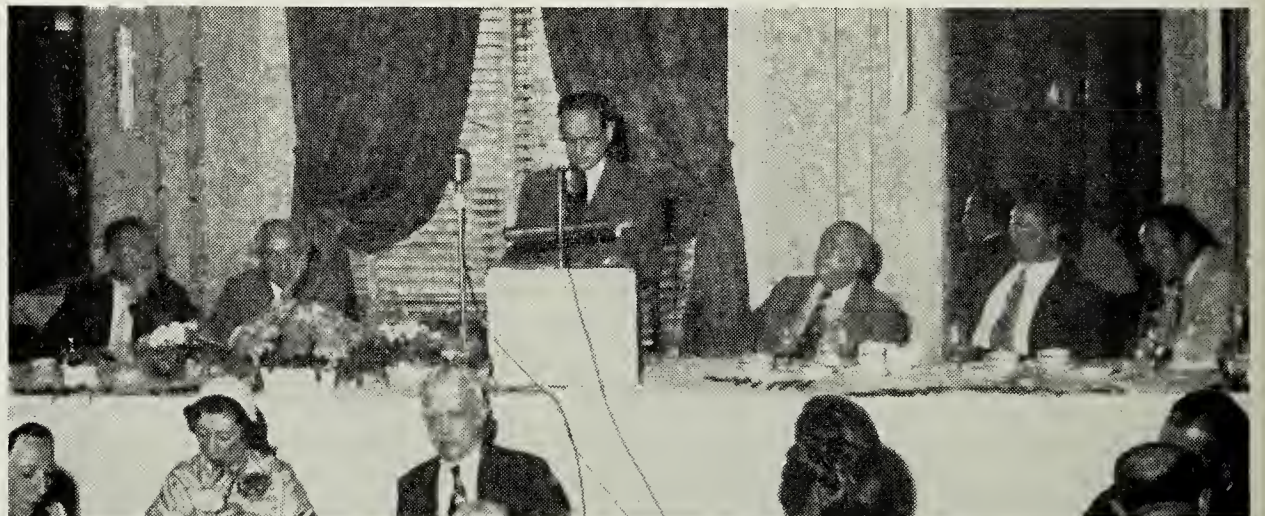
Buffalo

The Regent was leased by Magna Theatres Corporation for 11 more months until July 1, 1954. Magna will continue to use the Konczakowski community house for further experimental runs of its new Todd-AO wide-angle projection system, being developed by American Optical.

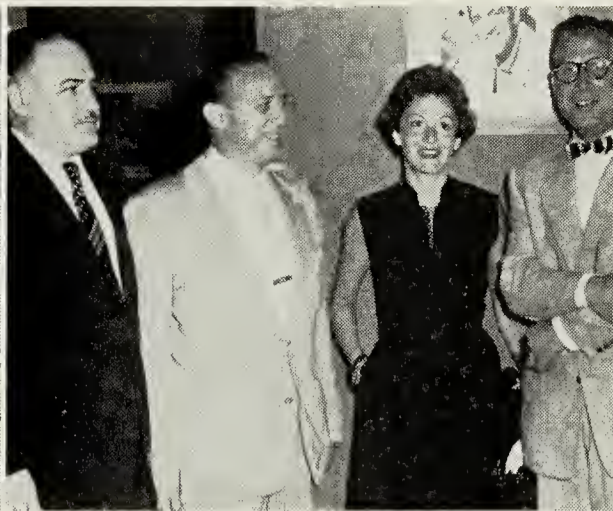
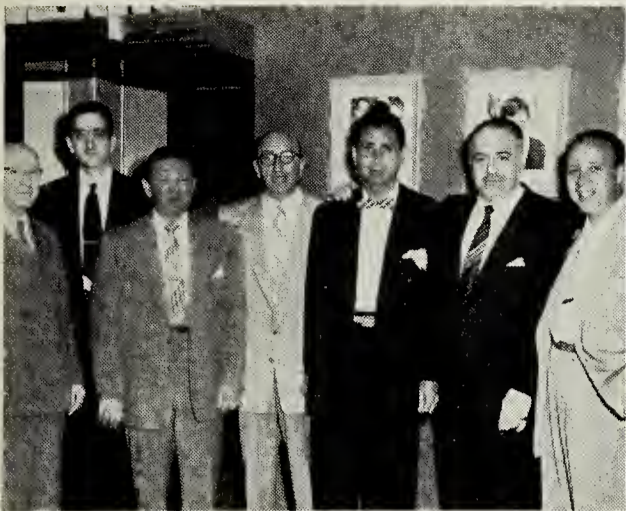
Charles Taylor, AB-PT, was appointed a member of the Community Chest publicity committee. . . . William Colson has been appointed manager, Niagara, succeeding John Zimmerman, who resigned because of ill health. Colson is the former Kenmore and Commodore manager.

Arthur Krolich, AB-PT district manager, was on the second week of his vacation, spending most of his time finishing up the interior of his new home in North Buffalo.

Gertrude Franklin, former bookkeeper, 20th-Fox, returned to her former position after a lengthy absence. She succeeds Ermina Fairbain, resigned. . . . Eddie Jauch, booker, 20th-Fox, recovered from his automobile accident. . . . Mildred Elliott, former inspectress, 20th-Fox, returned to fill in during vacation time.



About 250 members of the industry recently feted Phil Hodes, (at mike), RKO New York district manager, upon his retirement following 30 years with the company. On the dais, left to right, are Walter Branson, RKO assistant general sales manager; Sam Rinzler, Randforce Circuit; Hodes; Edmund Grainger, president, RKO; Charles Boasberg, general sales manager, and Leonard Gruenberg, Metropolitan district manager.



Among those present at Paramount's recent "Jubilee Show" at the New York City preview were, left, left to right, Leon Rosenblatt, Rosenblatt Theatres; Tom Adams, Paramount, Newark, N. J.; Jack Harris, Walter Reade Theatres; Henry Randel, Paramount metropolitan New York district manager; Arthur Steele, Elmsford Drive-In; Myron Sattler, Paramount New York branch manager; and Larry Morris, general manager, B. S. Moss Theatres, and, right, Mr. and Mrs. Charles Moss and Larry Morris, general manager, Moss Circuit, being greeted by Sattler.

Edmund De Berry, branch manager, Paramount, was spending his annual vacation in North Carolina. . . . Gloria Picerno is the new contract clerk at Paramount. . . . Sue Mulligan, Paramount, was vacationing in Canada.

Jack Mundstuk, branch manager, Metro, was vacationing at the Dunkirk Country Club. . . . Elvira Carey, inspectress, Metro, returned from a vacation in Plattsburgh.

Republic announced that its shipping is now being handled through Clark Film. . . . Jack Mundstuk, MGM branch manager, will fly to California to attend MGM's "See For Yourself" sales conference at the MGM studios.

The Glowmeter Corporation purchased one of the factory and office buildings of the American District Steam Company, Inc., in North Tonawanda, for the expansion of CinemaScope Miracle Mirror screen production. The purchase of the plant and necessary equipment will represent an investment of approximately \$1,100,000.

Ronald Haimerl, former assistant manager, Basil's Apollo, is now manager, Basil's Colvin. . . . Nearly 300 orphans attended the birthday party for "Lili" at the Mercury. Local firms supplied free refreshments.

George Mackenna, general manager, Lafayette, was vacationing at Lake Chandus, Apsley, Ontario. . . . Lorraine Gardner, secretary to George Mackenna, returned from a vacation spent in the New England states.

Fred Itzenblitz, Shea's North Park, and George Simon, Basil's Lafayette, returned from a vacation in northern Ontario. . . . Vincent McFaul, Shea's general manager, was vacationing with his family in the Pocono Mountains.

Colonel Bill Shirley was in working with Bill Brereton, Lafayette ad chief, on the campaign for "The Moon Is Blue." Working along conservative lines, they still were aiming to get across the fact that this was an "adult" film.

One of the features of "The Band Wagon" publicity, arranged by Ed Meade, Shea's Buffalo publicity director, was a dance contest at the Glen Park Casino with a trophy going to the winner. The Fred Astaire dance studio conducted the nightly contest, and gave dance demonstrations.

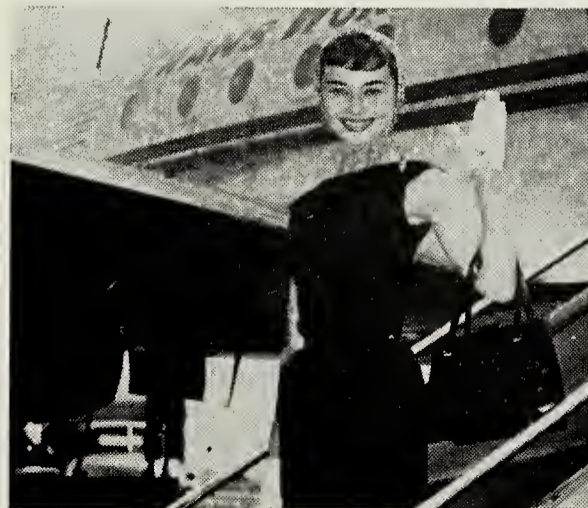
E. J. Wall, Paramount, conferred with Arthur Krolich and Charles Taylor, UPT, on "The War Of The Worlds," Paramount. . . . Edmund C. De Berry, Paramount branch manager, received the Schwalberg Merit Award for his work in Paramount's 1952 "Greater Confidence Parade." Those also receiving the award in the Buffalo branch were John R. Gaiser, Anthony J. Mercurio, and John J. Serfustino.

Joe Weinstein, former booker, Warner Theatres, Albany, visited. . . . Merv Griffin, appearing in "So This Is Love," Center, was interviewed by the press, radio, and TV. He also was the guest of Arthur Krolich, AB-PT district manager, at a luncheon.

Ted O'Shea, vice-president, Paramount Distributing Corporation, returned to New York after recuperating from illness. —NEDRA GRAY

Canadaigua

Joe DeSilva, manager, Schine's Playhouse, arranged for a back-to-school fall fashion show in a tieup with a women's



Audrey Hepburn, in Paramount's "Roman Holiday," recently arrived in New York from London for some promotion work in advance of the world premiere at Radio City Music Hall.



Edward E. Sullivan, right, publicity manager, 20th-Fox, is seen welcoming Irving M. Selis, president, Associated Blind, and Mrs. Selis to a recent special demonstration of CinemaScope and its stereophonic directional sound to over 200 blind adults and verterans in New York City.

specialty store, with the store also awarding \$100 on the night of the show.

Rochester

The Time-Union editorialized on the death of Albert A. Fenyvessy, whose passing marked the departure of a 98-year-old veteran from the local exhibition scene. The dean of Rochester exhibitors, at one time interested in over 25 theatres, was connected with the amusement business for over 60 years. He helped to finance, build, and operate the Rochester, now Loew's, and the Regent, and was financially interested in the Piccadilly, now the Paramount, and the Gordon, now the site of the RKO Palace. He owned the old Colonial, Rialto, Fays, now the Capitol, and the Liberty. Prior to his retirement, he owned and operated the Madison, Monroe, West End, Remy, World, Hudson, Majestic, Arnett, Strand, and Family. He also had theatres at various periods in Jamestown, Mount Vernon, Troy, Binghamton, Buffalo, and Scranton, Pa. Surviving besides his daughter, Mrs. Ben Belinson, Little, are five sons, three grandchildren, and two great-grandchildren. His wife died in 1947.

Saratoga

The drive-in which Jerome Fuller opened on Saratoga-Corinth Road, Route 9-K, is called the Spar, not Spa.

(Continued on next page)



Ted Davidson, manager, Paramount, Asbury Park, N. J., recently dressed up an aide and borrowed the above window store mannikin head for this ballyhoo for Paramount's "Scared Stiff."

EYEING THE Exchanges

NEW YORK — Paramount's "Golden Jubilee" saluting Adolph Zukor had its kickoff at the exchange with a talk to employees by drive captain E. C. De Berry, Buffalo. The week long drive begins on Aug. 30.

MGM — Margurite MacGregor, secretary to the head booker, left to join Allied Artists. Zena Siegel moved up. . . . Typist Josephine Radice had a birthday cake. . . . The shipping department's John T. Freeman also accepted birthday congrats. . . . Back from her vacation was typist Marie Hitz. . . . Contract clerk Theresa Muraco had a nice weekend. . . . Henrietta Allen, head, contract department, returned from her respite. . . . Contract clerk Sandra Flichtefeld left to begin her freshman semester at the University of Rhode Island.

REPUBLIC — Mary Nicolaou celebrated three years with husband Kerry. . . . Assistant cashier Lola Szkolnick was on her annual.

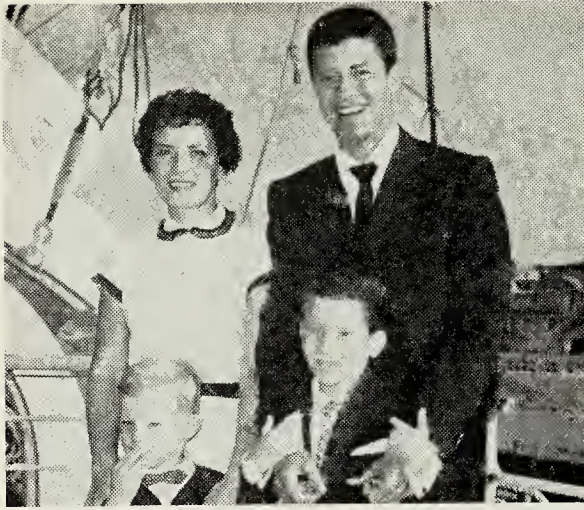
ALLIED ARTISTS — Head booker Etta Segall marked off another year. . . . Ethel Israel, left, replaced by Margurite MacGregor. . . . Cashier Norman Benchik was having sleepless nights as son Ross cut his first teeth.

PARAMOUNT — Vacation Valley in the Poconos was the destination of Hal Wickliffe. . . . Biller Ruth Richardson was back. . . . Birthday greetings went to office assistant Phil Fontanetta. . . . Booker Richard Magin was back from his sun basking.

20TH-FOX — Secretary Bess Goldstein Allen limped back from her vacation with a sprained ankle. . . . Harriet Dublin, contract department, returned. . . . Assistant branch manager Alex Arnsvalder was back while his family is still enjoying the country.

U-I — Salesman Harold Rosen was off on vacation. . . . Also on his annual was auditor Harry Tissot. . . . Biller Goldie Tucker was back.

COLUMBIA — Typist Frances Taylor was vacationing. . . . Accounting clerk Norman Rubin was in Massachusetts. . . . Accounting clerk Camille Patti was on her annual. . . . Howard Yellen, accounting, was back from New Hampshire, where he visited his brother, a stage manager for a summer stock production. . . . Inspectress Millie Talafari was back from Florida. . . . Mae Maloney,



Jerry Lewis, half of the Martin and Lewis team, posed on the deck of the S.S. Liberte with Mrs. Lewis and sons, Gary and Ronnie, upon their recent return to New York from France. Lewis made some personal appearances with his partner in connection with openings of Paramount's "The Caddy."

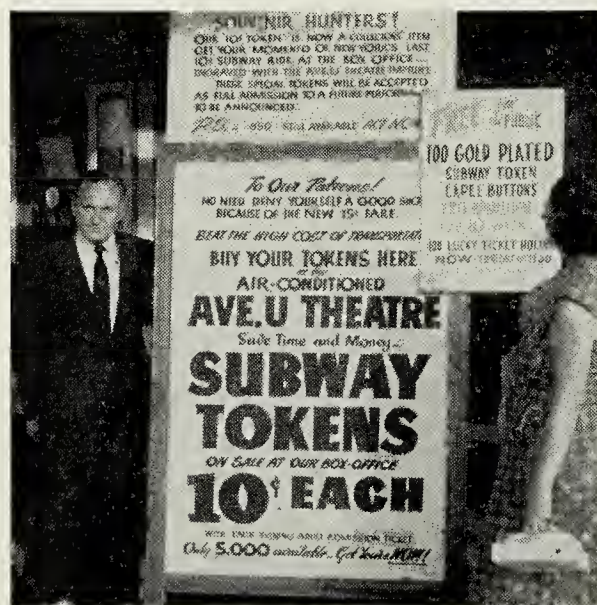
head inspectress, was on her respite. . . . Examiner Edward Gentner returned after illness. . . . Bea Carril, inspectress, will be taking a trip through Canada with her husband. . . . Inspectress Ceil Weiner was back from her vacation.

RKO — Boxoffice clerk Phil Heydeck ran to the airport to meet his Lillian, when she returned from a European jaunt. . . . June Jacobson, switchboard operator, is planning the wedding day.

WARNERS — Pauline and Lenard Brooks, she's head inspectress and he's a night inspector, are going to Atlantic City. . . . Parry Strow, shipper, was back.

UNITED ARTISTS — June Hill was subbing for biller Janet Moses during her vacation. . . . Many received letters from Florida, where retired office manager Ed Mullen is vacationing.

BONDED — Milt Van Praag, in charge of 3-D shipping, was on his annual. . . . Frank Armstrong, head shipper, foreign department, and examiner Lou Notis were both enjoying their vacations.



Al Greene, manager, Avenue U, Brooklyn, recently cashed in on the interest in the change in subway fares in the manner shown above. He sold the old 10 cent tokens as a collector's item after having them gold plated, and announced they would be accepted as full admission at a future date. He also used them as a giveaway to boost business on specified nights.



David Weinstock, owner, Normandie, New York City, left, and Arnold Reuben, proprietor of the famed eating place and one of the closest friends of Grace Moore, are seen recently at a reunion of the late singing star's friends at Reuben's Restaurant on the eve of the opening of Warners' "So This Is Love."

FAVORITE — Bert Freese, upstate salesman, was back. . . . Bookkeeper Selma Okin spent her second week in Connecticut. . . . General manager Jack Bellman was taking a rest. . . . Salesman Irving Wernick was recovering.

SALESMAN STORY — The suave and sophisticated member of MGM's sales staff, Harold Zeltner, a native New Yorker, graduated from Seward Park High School. His first job in 1924 was as an errand boy for MGM. He then turned to the legitimate theatre, where he became a salesman at a theatre ticket agency. In 1936, he entered Loew's theatres as an assistant manager, and served in many circuit houses. In 1942, he joined the marines, and served with the First Division on Guadalcanal. A medical discharge, however, brought him back early in 1944, when he joined Metro as a student salesman, and, after working out of a number of out of town exchanges, he came to New York as a circuit salesman. In February, 1945, he married Denora, and now they live in their own home at Fairlawn, N. J., with their three children, Teddy, Lanny, and Robin. Aside from being an active husband and father, he also contributes time to social and civic organizations in his home town.

RAMBLIN' 'ROUND — Al Broder, Al Broder Productions, left for England. . . . Memphis Tennessee franchise owner Fred A. Myers was in at Realart. . . . Jimmy Glassman, in charge of shipping at Equity, was back from his vacation. . . . Hoffberg has a series of six opera and ballet shorts. . . . William L. Taub, president and managing director, Hispano, was in Mexico City, during which time he bought product, and contracted many outstanding Latin and South American artists. He later arrived in Havana for further interests on behalf of the Hispano. —J. A. D.

Saratoga

(Continued from preceding page)

Walter Reade's Community effected an advertising tieup with 10 stores and merchants for "The Band Wagon." Harry Burke, who directs the Community, also staged a contest for the engagement.

Invest In

U.S. DEFENSE BONDS

Now Even Better

**Film Rentals Exempt
From Penna. Sales Tax**

HARRISBURG, PA. — Film rentals are not included in the Pennsylvania Consumers Sales and Use and Storage Tax, which goes into effect on Sept. 1.

Chapter 1, Regulation 102, Rentals, says, in part:

"The renting or leasing of film by an exhibitor from a distributor is not considered a sale at retail, as that term is used in the Consumers Sales Tax Act."

NEWS OF THE

Territory

**Philadelphia
Crosstown**

The Fox held a preview of 20th-Fox's "Mister Scoutmaster."

Vine Street

Nelson Wax, president, Boxoffice, was hospitalized for a minor operation.

J. Louis Breiting, 82, attorney and former chairman, Pennsylvania State Board of Censors, died. A member of the state legislature from 1911 to 1915, he authored the bill which established the State Board of Censors.

Tri-State Buying and Booking Service is now handling the Taft, Olyphant, Pa. . . Mrs. Ann Lutz, Warner inspectress, was stricken with a heart attack, and will have to convalesce at her home for two months, at least. . . Bernice Zimath, Warner stenographer, was on vacation. . . Betty Thomas, Warner inspectress, paid a hurried call to Boston, due to the illness of her sister.

George Evans, U-I booker, was back from his vacation, as was Selma Frank, U-I ledger clerk. . . On vacation at U-I were Harold Coltun, booker, and Kay Freedman, bookers' stenographer. . . Practically the entire Republic staff played a horse named "The Quiet Man" when it ran. Salesman Joe Schaeffer took charge of the technicalities. . . Dave Titleman, MGM booker, was on his time off.

Condolences are extended to Columbia exploiter Milt Young upon the death of his father-in-law, Phillip Fidelman, 68, an Atlantic City, N. J., furrier.

Paramount branch manager Ulrik Smith announced that Ralph Garman, with the company 33 years and recently office manager-head booker, had been promoted to city salesman; Matthew Judge, booker, takes Garman's spot, and Tony Lomonaco, shipper, becomes a booker, with Steve Coppola becoming head shipper.

Mr. and Mrs. Arthur Goldsmith left for a motor tour of Europe. She is the Philadelphia Motion Picture Preview Group head.



New

RED AND YELLOW  POPCORN

FUNBOX

not just a carton of popped corn • not just delicious popcorn

but . . . a new package that gives your customers EXTRA value, EXTRA pleasure, EXTRA fun—

★ HERE'S A POPCORN BOX THAT WILL BE TAKEN HOME!

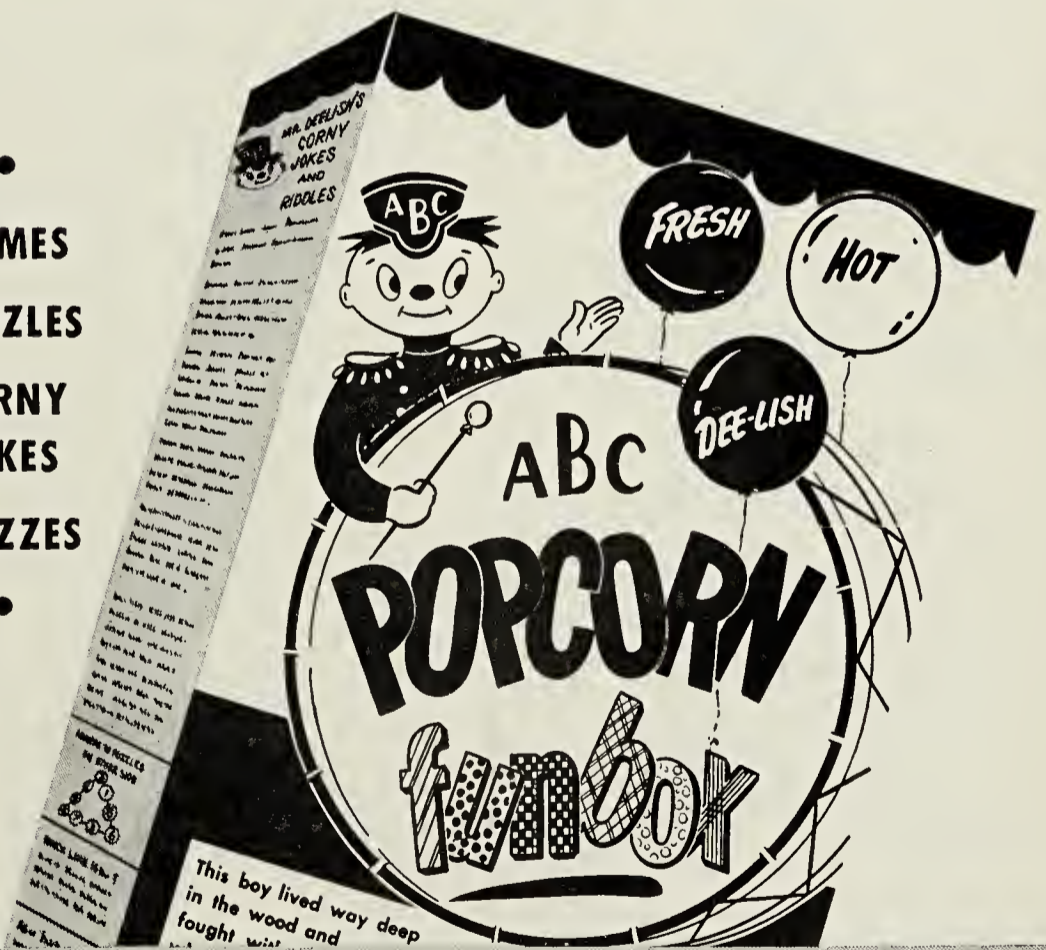
★ HERE'S THE PROVEN PACKAGE TECHNIQUE THAT SOLD HUNDREDS OF THOUSANDS OF CEREAL BOXES!

★ HERE'S ADDED PROOF ON WHY

BERLO MERCHANDISING METHODS DELIVER THE HIGHEST PER CAPITA GROSSES IN AMERICA!

Let BERLO'S 40 years experience give you airtight cash control, better service, and supervision — GREATER NET PROFIT!

- GAMES
- PUZZLES
- CORNY JOKES
- QUIZZES



BERLO



VENDING COMPANY

333 S. BROAD STREET, PHILADELPHIA 7, PA.

Circuits

Stanley-Warner

Elmer Pickard, genial first-run manager, is on his way to Indiana to attend a family reunion. The Pickard clan is gathering from the four corners of the country. . . . Others on vacation are Rose Kantor, booking department; Frances Skeffington, telephone gal; Wilmer Horsey, "minister of the interior," new Stanley Warner offices, and John Uhl, contact department.

For those who wish to contact Irv Lomis, booking department, also vacationing, his headquarters will be the silver rail in front of the Ambassador, Atlantic City. . . . Sally Wolk, former employee, returned to the fold. . . . The lovely young lady in the booking department is Terry Goubine.

Franklin Pease, former manager, Keystone, resigned, and Barney Sackett, radio commentator, producer-director, author, and all-around nice guy, replaces him.

Back to work after two weeks of leisure and looking mighty pretty are Fay Wolf Einbinder, Ellis Shipman's "gal Friday"; Irv Blumberg, Jack Goldman, Al Plough, and Leigh Smellow, who look pretty good to us, too. . . . We wonder how Harry Kaplowitz's tomato plants are coming along while he's at Beach Haven, N. J., with his two "chowderheads." . . . Kay Mac Namee, secretary to Ted Schlanger, leaves for a week's vacation in Tom's River, N. J., and, as if that isn't enough,

she is already planning for next year's vacation in Florida.

District of Columbia Washington

T. D. Fields, Fields Circuit, Abingdon, Va., has taken over the Lyric, St. Paul, Va., now closed. Fields will close his Cavalier, St. Paul, and reopen the Lyric. Independent Theatre Service will do the booking and buying as it does for the rest of the Fields Circuit.

Chaunsey Wolf, Garman Circuit, Baltimore, was in for the first time in years, and renewed acquaintances. . . . The Middlesex Drive-In, Warner, Va., is now being booked by Sam Ashman. . . . John Rogers, Shelby, Bristol, Va., is now doing his own booking and buying.

Harold Levy, AA salesman, was vacationing in New York with his family. Congratulations were in order for the Levys as they are celebrating their 19th wedding anniversary. . . . Mr. and Mrs. Cecil Curtis, Rex and Colonial, Galax, Va., visited the exchanges. He was sporting the last word in sport shirts.

COLUMBIA — Alice Sauber, cashier, was vacationing in Ocean City, N. J. . . . Happy birthday goes to Elmer Moore, booker, and his daughter, Joyce. . . . Jack Hollischer, office manager, is being transferred to the Minneapolis branch. Mrs. Hollischer, Joe Rosen's secretary at 20th-Fox, is very happy as Minneapolis is her home town. . . . Tessie Buracher, inspectress, is vacationing.

Arthur H. DeBra, director of community relations, MPAA, will speak at the Motion Picture and Television Council's opening fall function on Sept. 11. DeBra will come down from his headquarters in New York, and his subject will be "New Modes In Mass Communication." On Oct. 9, the guest speaker will be Sidney Hoffman, manager, Metropolitan. Admission is free.

Malcolm Taylor, Taylor, Gate City, Va., returned from a vacation and looks in the pink. . . . Leonard Branscome, Branscome Circuit, installed a wide-screen at his Hillsville, Hillsville, Va., and reports terrific comments. . . . Cecil Ward, Stone, Bassett, Va., was vacationing in California.

Mr. and Mrs. Bernie Seaman, Beacon, Baltimore, Md., returned from an extended honeymoon trip through Europe, Africa, and Asia. After being away for a year, the Seamons are very happy to be back, and immediately visited the exchanges.

Ray Gingel, K-B Circuit exploiter, was taking a week in Canada. . . . Ed Lindner, manager, K-B Ontario, D. C., was on an extended fishing trip through Canada.

D. H. Covington, Ashland, Ashland, Va., installed 3-D equipment, and was in dating all available 3-D product. . . . Dan Weinberg, Weinberg Circuit, Braddock Heights, Md., was in conferring with Harley Davidson, Independent Theatre Service, who does his booking and buying.

Gray Barker, Clarksburg, W. Va., was in setting the bookings for the Bartow Drive-In, Bartow, W. Va.; Starvue Drive-In, Berkley Springs, W. Va., and the Moorefield Drive-In, Moorefield, W. Va. Gray does the booking and buying for these drive-ins in this territory. . . . I. M. Rapaport, Hippodrome, Town, and Little, Baltimore, Md., was in.

Rudolph Berger, Metro southern division sales manager, and Herb Bennim, local branch manager, were set for a trek to the coast, when the home studios will unveil a "See For Yourself" campaign. . . . Elaine Stewart, Metro, was in.

RKO — Joe Smith, night shipper, returned from Oceanport, N. J. . . . After many years in the industry, Mabel Smith, inspectress, retired. . . . Shirley Brown, typist, victim of an emergency appendectomy, is coming along nicely, and will be back to her desk shortly. . . . Esther Bass, Al Folliard's secretary, was given the usual RKO birthday cake and cards on her birthday by her fellow employees.

U-I — Bert Freidman, head booker, was in New York visiting his family. . . . Marie Grasso, contract department, is mourning the death of her father. . . . Walter Bangs, cashier, was vacationing in the Shenandoah Valley.

DISTRICT THEATRES — Dorothy Rich, booking department, was vacationing in New Jersey. . . . Fritz Hoffman, treasurer, was spending a couple of weeks at his beach home in southern Maryland. . . . Mr. and Mrs. Shep Allen, supervisor, were on a fishing trip in Massachusetts. . . . Ada Randall, Booker T, was vacationing in Springfield, Mass. . . . Alvin Campbell, Booker T manager, was in Atlantic City. . . . James Pearson, manager, Lincoln, D. C., returned from Bermuda. . . . Portia Whittingham, PBX operator, was off to Detroit to visit grandson Richard, Jr.



RCA STEREOSCOPIC CINEMASCOPE SOUND

with the

NEW SUPERIOR QUALITY SPEAKER

ESPECIALLY DEVELOPED FOR
BETTER CINEMASCOPE . . .

and with the

NEW "SOFT LOOP"

for greater depth and
wider range in Reproduction.

**BOTH OF THESE
DEVELOPMENTS ARE
EXCLUSIVE in RCA**

The Choice of:

RADIO CITY MUSIC HALL, ASTOR THEATRE, N. Y., COMERFORD THEATRES, COSTON THEATRES, FABIAN THEATRES, GOLDMAN THEATRES, INTERSTATE THEATRES, LOEW'S - RKO, STANLEY WARNER, and MANY, MANY OTHERS.

For October Deliveries

See Us Now.

ELMER H. BRIENT & SONS
INC.

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WASHINGTON, D. C.



WE ARE NOW THE
EXCLUSIVE DISTRIBUTORS

of

POLAROID 3-D VIEWERS

The highest quality Viewer that
modern science and 26 years of
"KNOW-HOW" can produce.

ELMER H. BRIENT & SONS
INC.

925 NEW JERSEY AVE., N.W.
WASHINGTON, D. C.

20TH-FOX — Elmer McKinley, salesman, resigned. . . . Janet Olmstead is the new booker's clerk. . . . The Jack Kohler family was vacationing in New Jersey. . . . Art Shaftel, office manager, and family were visiting friends in New York. . . . Salesman John O'Leary and sales manager Ira Sichelman were on vacation. . . . Happy birthday goes to Anthony Muto, Movietone News, and Dorothy Morrison, bookers' clerk.

Seen booking were Henry Hornstein, Regent, Baltimore, Md.; Doug Connellee, Elk, Elkton, Md.; Jerry Carter, Plaza, Baltimore; Ridley Green, Mecca, Chase City, Va.; George Daransoll, Crest, Baltimore, and Dan Atkins, Pen-Mar, Cardiff, Md.

VARIETY CLUB — Frank M. Boucher, chairman, called a luncheon-meeting of his special football committee to arrange plans for the football game planned for Thanksgiving Day at Griffith Stadium between the Quantico Marines and the Fort Belvoir Engineers. The game is being sponsored by the armed services and the Variety Club, and proceeds will go to the welfare departments of the services and to the Children's Hospital. . . . Mrs. Sara S. Young, chairman, women's committee, notified the ladies that prizes will be awarded to the women who turn in the most money in the welfare award drive in August, September, and October. The August prize is a \$25 bond; the September prize, a table model radio, and the October prize, a 52-piece set of plate silver. . . . Morton Gerber, chairman, welfare committee, sent a bulletin to all members on the drive. . . . The rooms were closed for painting and redecorating. When finished, the tent will most likely have a re-opening party, and then set full sails ahead for the activities planned for the Fall season.

—FREDDIE S.

Delaware Wilmington

Ralph Pryor, Jr., was appointed assistant manager, SW Grand. . . . Helen Bourne, Ace, returned from retirement, and resumed her old job. . . . Ernest Wolfe, projectionist, Ace, was about to leave for a tour of Naval Reserve duty, after which he plans to enter Millersville, Pa., State Teachers College.

—H. L. S.

Maryland Baltimore

In reversing decisions in two cases involving censorship of films, Judge Herman Moser, Baltimore City Court, tagged the Maryland State Board of Motion Picture Censors' rulings as "arbitrary and capricious." One of the films passed by Judge Moser's decision is a color short featuring Lili St. Cyr, "Love Moods." The other is "Street Corner," which deals with a baby's birth. John Rose, distributor, appealed the pictures' ban to the City Court through Albert L. Sklar, attorney. After viewing "Love Moods," Judge Moser called the picture "a rather dull performance," and added that he saw nothing therein which was obscene or indecent. The judge approved one elimination made by the censors concerning a seduction scene in "Street Corner," but otherwise called the film "proper."

Leo McGreevy, Apollo manager, was away on vacation. . . . Max Miller, United Artists representative, had Biff Elliot in for radio and TV appearances to ballyhoo "I, The Jury." . . . Loretta Gallagher, secretary for exhibitors at the Censor Board, was on vacation.

Caryl Hamburger, Little manager, was on a holiday, seeing Broadway shows. . . . I. M. Rappaport, Hippodrome and Town owner, spent the weekend with relatives at Atlantic City, and enjoyed the vaudeville and circus features on the Steel Pier. . . . Arthur Eich, New projectionist, returned from vacation.

Health Commissioner Dr. Huntington William issued a statement, in his weekly report to the mayor, that it is "unsafe and unhygienic" for a theatre showing 3-D pictures to supply patrons with glasses that have already been worn. . . . For the second time within a year, the Biddle was held up. Owner Robert R. Lee told police a gunman took \$101.60 from Lucille Nelson, an aide. The bandit forced Mrs. Nelson to hand over the money from a cash drawer and a money changer.

The following projectionists were on the vacation list: Emmitt Gardner, Vilma, at Atlantic City; likewise John Logan, Crest; Fabous Rollins, Forest; Otis Mathews, Rialto, at Atlantic City; Rudolph Webb, Hampden, in Ocean City N. J., and George Pfeiffer, Senator at Wildwood, N. J.

Jack Sidney, Loew's Century manager, returned from vacation.

G.B.

Leonardtwn

Pat Donovan is new at the Plaza, Lexington Park, Md., where Bill Phagan was on vacation, as was assistant manager Lloyd Gabby. . . . Arthur Choate was also on vacation from the 235 Drive-In, California, Md. . . . Red haired Johnny Mattingly, now in the army, was home on a 38-day furlough after a year spent in Korea. He was an aide at the New prior to going into the army. . . . General manager, St. Mary's Theatres,

Better Than Ever—

We are prepared to pick up and deliver your trunks after your summer stay at the Seashore.

- HAULING TO ALL SEASHORE POINTS
- DOOR TO DOOR DELIVERY
- DAY AND NIGHT SERVICE

NEW JERSEY MESSENGER SERVICE

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MEMBER NATIONAL FILM CARRIERS, INC.

3-D? CINEMASCOPE? STEREOPHONIC SOUND?

For expert Installation or Information contact

PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.
240 N. 13th Street Philadelphia 7, Pa.



The new BRANCH Drive-In, Washington, opened to turnaway business and outstanding results with the new

"Miracle 3-D Screen Surfacing"

- ★ No loss in light on the sides of your ramps.
- ★ Plus better projection of flat or 2-D pictures.

Inspect this new process. Contact us for dates of next 3-D showing.

ELMER H. BRIENT & SONS

INC.
925 NEW JERSEY AVE., N.W.
WASHINGTON, D. C.

Inc., K. S. Duke, Sr., assisted at the Leonardtown firemen's carnival. . . . Alice and Edith Wathen and Mary G. Mattingly, New, returned after attending "4-H Week" at the University of Maryland. . . . T. L. Harrison, Jr., manager, Plaza, Lexington Park, Md., and family went on vacation to Northern Canada. . . . David Levy, assistant manager, Plaza, Lexington Park, Md., purchased a new car. . . . Raymond Hall, Park, Lexington Park, Md., also accepted a position with the C. and P. Telephone Company. . . . Mrs. Ruth Sumstein, chief concessionist, Park and Plaza, Lexington Park, Md., expects to return to her post by Sept. 1. . . . George Morgan Knight, Jr., EXHIBITOR area correspondent, has just written a new song, "All I Want To Do Is Love, Love, Love You."

Pennsylvania

Allentown

Stanley F. Frey, 48, for many years projectionist at the Colonial, died at Allentown Hospital. In addition to his wife and mother, there survive two sisters.

Henry Romig, manager, Fabian's Colonial, was spending his vacation going to the various big league ball games. . . . Earl Arnold, Rialto manager, and Mrs. Arnold, assistant manager, returned from a week's vacation.

Easton

Fabian's Embassy reopened.



Tent 11, Variety Club, Washington, D. C., recently dedicated a plaque at Emergency Hospital in memory of eight deceased members: J. C. Brown, William F. Crockett, Stephen T. Early, F. B. Klein, Paul Linson, Julius Lulley, Hardie Meakin, and Reverend John Palmer. Seen at the dedication are, left to right, Dr. Edward A. Cafritz, VC welfare committee; Morton Gerber, chairman, VC welfare committee; Mrs. Paul Linson, widow of a member; F. Moran McConithe, president, Emergency Hospital, and Dr. Warwick Brown, administrator, Emergency Hospital.

Lansdale

Robert Hanover finished the installation of a 40-foot Photorama screen at the Lansdale. The theatre immediately went to town with a special campaign.

Reading

The trade mourned the death of Paul H. Esterly, 54, manager, Strand, who died in Reading Hospital only two days after his admission. In ill health for a

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Sept. 3, 2, "A Lion In The Streets" (James Cagney, Barbara Hale, Ann Francis) (Technicolor).

year or more, his condition was not known by his friends and business associates to be serious. He was manager since 1941 of the Strand, owned by the Schad Theatres, Inc., of which his father-in-law, Dr. Harry J. Schad, is president. He was active in the Reading Fair Association, of which Dr. Schad is vice-president, and developed the Grand Circuit program that made the Reading Fair one of the most important racing meets in the east. He was connected with the fair association and its auxiliary, the Agricultural and Horticultural Association of Berks County, for more than 25 years. The son of the late Romanus Esterly, owner of one of Reading's largest bakery plants, Esterly was a veteran of the First World War, and was active in Gregg Post, American Legion. He helped to organize the Old Timers' Sports Association in 1944, and was ticket sales chairman for Rajah Temple, Mystic Shriners, Pretzel Bowl football games for several years. He held membership in various theatrical and exhibitors' associations, and was widely known in the exhibitors' field. Only a few days before his death, he was named one of the seven appointees to the new Reading Municipal Stadium Commission. He leaves his widow, Louise S. Schad Esterly, three sisters, and a brother. Funeral services were held privately.

Virginia

Portsmouth

The increasing importance theatres are attaching to the boxoffice potential of stereosound installations is reflected in promotional campaigns reaching Altec's various division offices, according to L. D. Netter, Jr., general sales manager. Citing several recent instances of exhibitor exploitation of stereophonic sound installations, Netter specifically mentioned a campaign undertaken by the Wilder Circuit, where lobby display and newspaper space were devoted to directing attention to the Altec installation at the Commodore. Mel Diggs, Commodore manager, arranged an elaborate lobby display, showing actual "Voice of the Theatre" stage speakers, together with other units of the stereosound system. Attraction frames carried detailed explanation of the stereosound system, with particular stress on the new listening experience in store for Commodore patrons through the use of 16 auditorium speakers.

Variety Club

Tent 13, Philadelphia

"Roman Holiday" was screened through the courtesy of Paramount, and "City Of Bad Men" will be screened on Aug. 30 through the courtesy of 20th-Fox.

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ALLIED ARTISTS

Affair In Monte Carlo ROMANTIC
(5307) DRAMA
75M.

(English-made)

(Color by Technicolor)

ESTIMATE: Interesting romantic import.

CAST: Merle Oberon, Richard Todd, Leo Genn, Stephen Murray, Peter Reynolds, John Dowling, June Clyde, Peter Illing, Jacques Brunius. Produced by Ivan Foxwell; directed by Victor Saville.

STORY: At a small hotel in Monte Carlo, the guests are shocked to hear that the waitress-fiancee of the proprietor had run away with a man she had just met. At that point, novelist Leo Genn, ashore from his yacht in the harbor, tells them that such things are not at all unusual. He recalls the story of a wealthy young widow, Merle Oberon, once his yacht guest, and how she became fascinated by young Englishman Richard Todd, whom she met in the gambling casino after losing all his money and who she feared might do away with himself. She spent the night talking to him, and the next morning borrowed enough money from Genn so that he could return to pay his debts in Paris. Oberon decided to join him on the train only to find that he is not aboard. She went back to the casino to find him gambling recklessly, and he insulted her for her interference. Genn rescued her. As he concludes his story, he introduces her to the others as his wife.

X-RAY: Well-made, aided by color by Technicolor, and with competent performances, this import is interesting fare, especially for the femme trade. The on-the-spot filming off the coast of France and at Monte Carlo also assists effectively. It is based on Stefan Zweig's "Twenty Four Hours In A Woman's Life."

AD LINES: "An Unusual Tale About A Woman In Love"; "Hate . . . Love . . . Greed . . . Desire Are All To Be Found At Monte Carlo"; "Women Lose Their Hearts While Men Lose Their Fortunes At Monte Carlo."

COLUMBIA

Conquest Of Cochise MELODRAMA
70M.

(Color by Technicolor)

ESTIMATE: Okeh for the duallers.

CAST: John Hodiak, Robert Stack, Joy Page, Rico Alaniz, Fortunio Bonanova, Edward Colemans, Alex Montoya, Stephen Ritch, Carol Thurston, Rodd Redwing, Robert E. Griffin, Joseph Waring. Produced by Sam Katzman; directed by William Castle.

STORY: After the war between Mexico and the United States, killing continues in the southwest, especially as far as the Mexican population is concerned, by Apaches led by John "Cochise" Hodiak and Comanches led by Rodd Redwing and Joseph Waring. Major Robert Stack and cavalry are sent to maintain peace. Stack meets Robert Griffin, saloon owner among other things, who keeps things stirred up between the Indians and the Mexicans for profit made by purchasing the land of fleeing Mexicans. Stack makes his headquarters at the home of Ed Colemans, landowner, and shows an interest in his daughter, Joy Page. Hodiak makes peace with Stack, and Colemans' brother-in-law, Rico Alaniz, is prevented by Page from killing the Indian, whom he believes responsible for the death of his wife. The Comanches are still on the war path, and a group attacking the Cole-

mans' home under Joseph Waring are routed by Hodiak and his men, who want to keep the peace. The Comanches and some chiefs in Hodiak's tribe urge a continuation of the war. Hodiak leaves with wife, Carol Thurston, for a conference with Stack. Griffin persuades Alaniz to try to shoot them with an army rifle, but he only kills Thurston, and leaves the gun. Hodiak has Page kidnapped and held hostage to draw Stack into a conference in which he gives him limited time to find the killer. Griffin is killed, and Alaniz confesses to save Page, but the latter is enjoying her stay at the Indian camp, and she and Hodiak fall in love. Hodiak tries to stop the Comanches from war, but is held a captive and almost killed by them until Stack and some of his men arrive to rescue him and hold off the Comanches until the Apaches arrive. When Stack and his men leave, Hodiak sends Page home, convinced that a marriage between them would never work out.

X-RAY: There's plenty of action here not only involving soldiers vs. Indians but also Indians vs. Indians, and the use of Technicolor helps, too. The story is fairly interesting, and the direction, acting, and production are okeh. This should make an okeh entry for the duallers. The screen play is by Arthur Lewis and DeVallon Scott, based on a story by Scott.

TIP ON BIDDING: Program price.

AD LINES: "The Story Of A Great In-

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
Vol. 50 No. 17

AUGUST 26, 1953

IMPORTANT

Data carried in this issue of **THE SERVISECTION**, as it pertains to pictures of the 1952-53 season, will not be carried in complete detail again. Subsequent issues will be compiled as of, and after, the issue of Sept. 9, 1953, and will start the only complete reviewing record of the 1953-54 season in any motion picture trade paper. Additional data on the 1952-53 season will continue to be carried in **THE SERVISECTION** until the record is completed.

To sum up: this issue marks the completion of the 16th year of this service. The 17th year will begin on Sept. 9 as a complete record of the 1953-54 season, including material of the 1952-53 season until that is completed.

Back issues of most of the issues of **THE SERVISECTION** are available for purchase on request at The Bookshop.

dian Chief"; "Action In The Colorful Southwest As Indian Fights Indian And The Cavalry Try To Maintain Peace"; "Action . . . Adventure . . . Romance."

Sky Commando (542) MELODRAMA
68M.

ESTIMATE: Routine air action yarn for the duallers.

CAST: Dan Duryea, Frances Gifford, Touch Connors, Michael Fox, William R. Klein, Freeman Morse, Dick Paxton, Selmer Jackson, Dick Lerner, Morris Ankrum, Paul McGuire. Produced by Sam Katzman; directed by Fred F. Sears.

STORY: Jet pilots and brothers William Klein and Dick Paxton, while patrolling the front in jet planes, are ordered to blast an enemy position to relieve some marines attacked by a large number of enemy jets. Colonel Dan Duryea orders them to continue with their original mission which they accomplish, after which Paxton is shot down. When Klein lands, he accuses Duryea of murder, and almost hits him until Major Michael Fox stops him. Duryea orders several days rest for him, and offers to take over his missions. Fox later tells Klein some of Duryea's background when, during World War II, Duryea commanded a photo reconnaissance plane, and kept to himself pretty much. Suspected of saving his own life at the expense of his co-pilot, he was cleared of the charge, and a new co-pilot, Touch Connors, assigned him. Connors is suspicious of his every move. During a

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rough mission, Connors is wounded, and some other crew members killed. Duryea is transferred to Africa, and, when he recovers, finds Connors as his co-pilot. Frances Gifford, newspaper-woman and romantic interest of Connors, also is told to cover the African end of the campaign. Tension increases between the pair until a vital raid on the Ploesti oil fields, when they are shot down and make their way home with partisan aid and their precious films. Duryea is wounded, but recovers and Connors and Gifford plan to marry with all now friends, decorated and promoted. Klein asks to be put on duty. As he is about to take off, he is told that his brother landed alive, and was picked up by the marines they helped rescue.

X-RAY: Containing action in the air shots and a good pace, this should find its proper niche in the duallers. The story is familiar and more or less routine while the acting, direction, and production in this sepia-tone entry are average. The story is by Samuel Newman, William Sackheim, and Arthur Orloff. The title should help in the selling.

TIP ON BIDDING: Low bracket.

AD LINES: "Action In The Air In World War II And Over Korea"; "Thrills . . . Adventure . . . Fast Action All In The Day Of A 'Sky Commando'"; "A Story About The Tough Airmen Who Could Qualify As 'Sky Commandos'."

LIPPERT

Eyes of the Jungle (5229) MELODRAMA 79M.

ESTIMATE: For the lower half.

CAST: Jon Hall, Ray Montgomery, Victor Millan, Edgar Barrier, Frank Fenton, Merrill McCormack, Robert Shayne, Leonard Penn, Charles Stevens, William Tannen, Alyce Lewis, David Bond. Produced by Rudolph Flothow; directed by Paul Landres.

STORY: Jon Hall and Ray Montgomery arrive in India for medical research, and are greeted by maharajah Edgar Barrier, who promises cooperation if they will cure his people of a sickness. They are attacked by criminal castes, and Montgomery is branded for death. However, a miracle man saves his life and comes to their aid. Hall and Montgomery then expose Frank Fenton, allegedly a fossil hunter, but who seeks native treasure, and also restore to the natives a gold plaque taken from their temple by adventurers Robert Shayne and Leonard Penn. They also discover that pollen is the cause of the malady. Barrier thanks them, but while motoring out of the country they rescue native Alyce Lewis and other girls from a slavery ring headed by Charles Stevens.

X-RAY: This hodge podge of East Indian travelogue, pieced in shots of jungle animals, and a seemingly endless walk through some botanical gardens plus duplicated dialogue, first in native gibberish and then translated into English, seems to be two film episodes strung together. The editing has been well done, and the film seems to match fairly well in most sequences. The screen play is by Barry Shipman and Sherman L. Lowe. This will fit into the lower half.

AD LINES: "Forbidden Secrets In India—Land Of Mystery"; "Thrill Packed Adventure"; "Behind A Devil's Mask Lurked Treachery In India—Land Of Mystery."

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

RKO

Devil's Canyon (402)



MELODRAMA
91M.

(3-D)

(Color by Technicolor)

ESTIMATE: 3-D appeal should enhance suspenseful prison melodrama.

CAST: Virginia Mayo, Dale Robertson, Stephen McNally, Arthur Hunnicutt, Robert Keith, Jap C. Flippen, George J. Lewis, Whit Bissell, Morris Ankrum, James Bell, William Phillips, Earl Holliman, Irving Bacon. Produced by Edmund Grainger; directed by Alfred Werker.

STORY: Former U. S. Marshal Dale Robertson is sentenced to Arizona State Prison when he kills John Cliff and Fred Coby in self-defense after he had been warned of their coming by gunwoman Virginia Mayo, sweetheart of Stephen McNally, the dead man's brother. Robertson, target of public opinion, thinks he should be freed, and tells warden Robert Keith he will escape from the prison. In the prison, also, is McNally, determined to kill Robertson. Mayo is sentenced to the prison as the sole woman inmate, and has a job in the prison hospital. She helps arrange a plan whereby McNally and other men will break out. Keith learns of this, but can't get the details. Robertson, in whose cell McNally had weapons planted, is sent to solitary when they are found. The break occurs, and McNally and men take over. Mayo, seeing how crazed McNally really is, releases Robertson, who manages to prevent the prisoners from breaking out. McNally is killed, and Keith and guards are released. Pardons seem to be in the offing for Robertson and Mayo, who clinch.

X-RAY: Without any 3-D gimmicks, and with the third dimension doing little to enhance the film, this has plenty of suspense of a familiar order. The story is a bit unusual as regards the female angle, but otherwise everything happens as expected. Performances are standard, as are the direction and production. With the 3-D attraction still potent, this should continue to cash in. The screen play was written by Frederick Hazlitt Brennan.

TIP ON BIDDING: Better price because of 3-D draw.

AD LINES: "One Woman . . . And 500 Love-Starved Men"; "One Woman . . . Alone With 500 Men In 'Devil's Canyon'"; "She Risked Her Life For Her Enemy . . . The Man She Hated To Love."

Merry Mirthquakes (325) COMPILATION 68M.

ESTIMATE: Collection of reissued shorts will fit into the lower half.

CAST: Liberace, Gil Lamb, Leon Errol, Robert Neil, Susan Crandell. Produced by George Bilson; directed by Hal Yates and Leslie Goodwins.

STORY: "Groan And Grunt"—When Gil Lamb hears that his girl is being bothered by a fellow called Rosebud, he is determined to rough him up. Rosebud, however, is the world's champion wrestler. A hypnotist is called in to inculcate into the challenger a fearless attitude. Lamb is affected by the hypnotist, and captures the title from Rosebud. "Lord Epping Returns"—Leon Errol is anxious to have Lord Epping sign a contract with his company, but the old man is too preoccupied. Errol plans to put on a show for him, but while negotiating for the services of a nightclub singer, his wife sees him. Errol explains that the girl is Lady Epping. For social prestige, Mrs. Errol invites her and

her husband to dinner. Errol disguises himself as the Lord, and arrives with the show girl ready to annoy his pompous wife with his guise of nobility. The real lord makes an appearance, also, which leads to confusion. "Waiting For Baby"—Robert Neil, a newlywed, is continually late for work. His coworker tells him that a baby is a sure waker-upper. When his wife, Susan Crandell, calls him at the office, she says that she has something guaranteed to wake one up in the morning. Neil immediately thinks it is a baby. When he returns home, his wife thinks that he is delirious. The in-laws come to give their advice, but it all turns out that the surprise promised was an alarm clock.

X-RAY: With pianist Liberace as master of ceremonies, this package consists of three reissues woven together by piano pieces by Liberace. The above three comedies are suggested, but exhibitors may make changes according to their needs. Liberace is heard in his own arrangements of "Chopin's Waltz In C Sharp Minor" and "Polonaise"; Liszt's "Liebestraum", "The Yaketa-Yak Polka", based on the Tritsch Tratsch polka of Johann Strauss, and the folk song "Orche Tchornia." The combination of slapstick comedy and concert piano works is peculiar, but it may serve to hold up the lower half.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Laughs And Music In . . . 'Merry Mirthquakes'"; "See The Amazing Liberace, The Poet Of The Piano"; "A Roster Of Favorite Laugh Getters In 'Merry Mirthquakes'."

REPUBLIC

Bandits of the West (5243) WESTERN 54M.

ESTIMATE: Okeh series entry.

CAST: Allan "Rocky" Lane, Eddy Waller, Cathy Downs, Roy Barcroft, Trevor Bardette, Ray Montgomery, Byron Foulger, Harry Harvey, Robert Bice, Black Jack. Produced by Rudy Ralston; directed by Harry Keller.

STORY: When the first natural gas line is being constructed in the west, Roy Barcroft, foreman, refuses to allow the line to be laid through his ranch. U. S. marshal Rocky Lane, however, gets a court order from the judge, Harry Harvey, for a right of way. Ranch owner Trevor Bardette returns from prison, where he had served a term for the murder of the gas line owner, Cathy Downs' father. During Bardette's absence, Barcroft had been making dishonest deals, and wishes to get rid of Bardette. Since Bardette has a criminal record, Barcroft plans to sabotage the gas line, and have his boss blamed for it. When a local shopkeeper is killed by a gas explosion, the townspeople place the blame on the released murderer, try to lynch him. Lane, however, stops them, and takes Bardette to jail. Lane learns Barcroft is behind the sabotage and also that he had framed Bardette for the murder years back. Barcroft and his boys have Lane's friend, Ed Waller, and Bardette tied up in the gas filled warehouse when Lane arrives. After a battle, Lane releases his friends, and they get away. Barcroft fires at them, and the spark of the gun ignites the gas filled room, blowing the bandits to bits.

X-RAY: Instead of a stage line, this time a natural gas line causes no end of trouble in this formula series entry. The supply of hard riding, sharpshooting, and fisticuffs, however, should make this suitable for the action fans, while Downs makes a lovely western damsel. Gerald Geraghty wrote the screen play.

arrested, but convinces the Russians that he can get their plans back by permitting him to go to Berlin, where Homolka is stationed. He and Gray, in love, head for the Allied lines with Homolka in pursuit. When he does catch up, Cole convinces Homolka to come along or be executed by the Russian authorities. All three wind up under arrest happily in the British sector.

X-RAY: There's plenty of fun in this import which should entertain art house audiences, and the pace is at a good clip. The story is light and interesting, the players good with Cole particularly effective, and the direction and production are also in the better class. The original story and screen play are by Jack Davies and Michael Pertwee.

AD LINES: "You'll Never Forget This Visit To Moscow"; "When A British Plumber Visits Moscow Disguised As An Atom Scientist, The Laughs Come Fast And Loud"; "Spies . . . Fun . . . Romance . . . Suspense."

So Little Time

DRAMA
88M.

(MacDonald)
(English-made)

ESTIMATE: High rating for the art houses.

CAST: Maria Schell, Marius Goring, Barbara Mullen, John Bailey, David Hurst, Gabrielle Dorziat, Oscar Quitak, Lucie Mannheim. Produced by Aubrey Baring and Maxwell Setton; directed by Comp-ton Bennett.

STORY: Young music student Maria Schell and her mother, Gabrielle Dorziat, live in Nazi-occupied Belgium. The men of the family have died, and Schell and her mother have developed a deep hatred for the Germans. When the military command takes over part of the chateau as a residence for the commandant, Marius Goring, the bitterness makes life difficult. Schell's mother has a heart attack, and Goring gets the army doctor, saving the woman's life. A promising piano student, Schell soon discovers Goring's own talent with the instrument. Her admiration grows as he begins to teach her. Schell and Goring soon discover that they are deeply in love. She learns that he is an artist first and a German second, but in no respect a Nazi. Underground leader John Bailey learns of her affair, and, threatening to expose her, gets her to steal important information from Goring. The theft is discovered, Bailey is apprehended. As Goring takes his prisoner to headquarters, he is intercepted by Schell, who warns him that underground guns will be aimed at him. Unable to turn back, the underground attacks, and Schell is killed. Realizing that the Gestapo will arrest him, Goring kills himself, but not before he clears Schell's name of collaboration.

X-RAY: This tale of love across battle lines has been maturely produced and sensitively directed and it moves to a climax of high tension. Goring is excellent, but it is the charm, refreshing personality and genuine beauty of Schell that is most captivating. Shura Cherkassky is heard with selections from Chopin and Liszt, and excerpts from "The Marriage Of Figaro" are also heard. John Cresswell wrote the screen play from a novel, "Je Ne Suis Pas Une Heroine," by Noell Henry.

AD LINES: "A Rare Experience"; "A Charming And Poignant Tale Of Wartime Love"; "What Fragile Boundry Separates Love From Hate."

The Young Caruso

DRAMA WITH MUSIC
77M.

(IFE)
(Italian-made)
(English-dubbed)

ESTIMATE: Import has the angles.

CAST: Maurizio di Nardo, Ermanno Randi, Maria Von Tasnady, Gaetano Verna, Gina Lollobrigida, Ciro Scafa, Carletto Sposito, Elena Zangro, Nero Bernadi. Produced by Maleno Malenotti; directed by Giacomo Gentilomo.

STORY: Maurizio di Nardo has difficulty keeping a job as a youngster and is unable to assist his debt-ridden father because he wants to sing. di Nardo is offered voice lessons from a strict voice teacher, but can't stand the discipline, and turns to promoter Ciro Scafa, who offers to put him in a future production. At his home, di Nardo also falls in love with Gina Lollobrigida, a niece. When his mother dies, di Nardo refrains from singing until years later he meets Scafa and Lollobrigida again, and resumes his voice training. When her father forces her to become engaged to a Sicilian nobleman, Ermanno Randi (the grown-up Caruso) signs with a travelling opera company about to visit her new home town. The pair are reunited, and he gets a chance to star in the opera when the regular tenor is taken ill. Fame and fortune are his from that point on.

X-RAY: This import is fairly well made and has a number of angles to be utilized in the selling. The expert dubbing into English offers bookings away from the usual art and specialty spots; the title can attract audiences influenced by the initial production by MGM on Caruso, and there are music and the voice of opera star Mario Del Monaco to be heard. The story is generally interesting, and the performances, direction, and production are okeh. There is, as expected, considerable music, including "Amor Ti Vieta" from "Fedora", by Giordano; "M'Appari" from "Martha", by Flotow; "Una Furtiva Lacrima" from "Elixir d'Amore", by Donizetti; "Addio A Napoli", by Cottrau; "Improviso" from "Andrea Chenier", by Giordano; "Ridi Pagliaccio" from "Pagliacci", by Leoncavallo; "Maria Mari", by Dicapua; "Pieta, Signore", by Stradella, and "Voce 'E Notte", by Decurtis. The screen play is by Giacomo Gentilomo, Maleno Malenotti, Fulvia Palmiere, and Giovanna Soria, based on the novel, "Neapolitan Legend", by Frank Theiss.

AD LINES: "Caruso Sings Again"; "There's Sweet Music In The Air As Young Caruso Makes A Name For Himself In The World"; "He Had The World At His Fingertips And Love In His Heart."

The Shorts Parade

TWO REEL

Musical

MINSTREL DAYS. Warners—Featuring. 20m. When first reviewed in THE SERVICESECTION of November, 1946, it was said: "This brings back the days of the minstrel, and performers imitate the famous people who made the minstrels what they were. Eddie Cantor is shown in one of his earlier Broadway plays, and Al Jolson sings some of his famous numbers such as 'California, Here I Come', 'Swanee', 'April Showers', and 'Sunny Boy'. Other songs heard are 'Old Black Joe', 'Beautiful Dreamer', 'De Camptown Races', 'When You And I Were Yonng, Maggie', 'In The Evening By The Moonlight', and 'Oh, Susanna'. GOOD." (1101).

SURPRISING SUSIE. U-International—Name Band Musical. 15m. With Abbe Lane, Hugh O'Brian, Rose Marie, and Scat Man Crothers supplying the songs, this has a better than average cast. The

story is a simple one about employes in a night club proving to the owner that they have talent. Several songs are heard along the way, including "You", "Blame It On The Rhumba", "You're My Dish", "It's Great When You're Doing A Show", and "You've Gotta Have Personality." GOOD. (8308).

3-D Color Novelty

BANDIT ISLAND. Lippert. 3-D. Glenn Langan, Jim Davis, Lon Chaney. Produced and directed by Robert L. Lippert, Jr. 25½m. When a girl and two men stage a holdup, the police start the chase which leads through the city streets and finally to the nearby shore, where the bandits, having dropped the body of the girl who had been killed, take to a motorboat. The police chase in a helicopter, and finally the bandits are killed as they get to a deserted island. This is just one long chase, with some gimmicks, at the end. However, it is repetitious for the most part. Where the 3-D still is a novelty, this may enhance the program. FAIR. (5307).

Serial

CANADIAN MOUNTIES VS ATOMIC INVADERS. Republic serial in 12 chapters. Bill Henry, Susan Morrow, Arthur Space, Dale Van Sichel, Pierre Watkin, Mike Ragan, Stanley Andrews, Harry Lauter, Hank Patterson, Edmund Cobb, Gayle Kellogg, Tom Steele, Jean Wright. Produced and directed by Franklin Adreon. Written by Donald Davidson. Episode One, "Arctic Intrigue", 20m. Sergeant Bill Henry, Canadian Mounted Police, and Susan Morrow, Canadian government undercover agent, are assigned to track down some foreign agents led by Arthur Space, posing as an old trapper. Space and his assistants, Mike Ragan and Dale Van Sichel, plan to send guided atomic rockets on a bombardment of Canadian and American cities for an invasion. They learn Henry and Morrow, posing as citizens, are going with a group of settlers. Van Sichel bribes their guide to mislead the party so they will not reach the river until the ice has broken, and then tries to ambush them. When his attack fails, he starts an avalanche of snow and boulders, which evidently crashes down on Henry and Morrow. There is an over-abundance of talk in the first episode, but when things get started it is obvious there will be action. There is no sign of rockets in chapter one. There is nothing much new here, but the photography, snow, ice scenes, dog sleds, etc., are pleasant. For serial and kid fans, this should do. FAIR.

Sports

SHARK KILLERS. RKO—Specials. 15m. Shark fishing off the Irish coast provides thrills for the men who battle the deadly killers while perched in flimsy little boats, armed only with harpoons. One sees the initiation of an aspiring shark fisher and the training he gets from one of the trade's more experienced men. The short is dedicated to Diana Falkus, Sam Lee, Charles Osborne, and William Brendon, who gave their lives in making of the film. GOOD. (43101).

Color Travel

HOLIDAY ISLAND. RKO—Special Featurette. 15m. Pathe Color. Puerto Rico makes a beautiful spot for a holiday. The colorful native dances and music stamp the word unique on this lush vacationland. The bright rhythms of the tropics reflect themselves even in the Commonwealth's anthem, sung by a choral group.

National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52 and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

Table listing Allied Artists production numbers and release dates, including titles like 'Battle Zone', 'Kansas Pacific', 'Fort Vengeance', etc.

AA11 Bad Men Of Tombstone June
AA15 Bad Boy June

Table listing production numbers and release dates for Slade, Royal African Rifles, Ketchikan, etc.

(Monogram)

Table listing Monogram production numbers and release dates, including titles like 'Flat Top', 'Hiawatha', 'Wagons West', etc.

Columbia

Table listing Columbia production numbers and release dates, including titles like 'Affair In Trinidad', 'Captain Pirate', 'Rainbow 'Round My Shoulder', etc.

Table listing production numbers and release dates for titles like 'Ambush At Tomahawk Gap', 'China Venture', 'Prince of Pirates', etc.

530 Thunderhoof June
531 The Untamed Breed Sept.
544 The Bandit Of Sherwood Forest Mar.

605 The Stranger Wore A Gun Aug.

Lippert

Table listing Lippert production numbers and release dates, including titles like 'Tromba, The Tiger Man', 'Scotland Yard Inspector', etc.

(Re-releases)

5209 Great White Hunter Dec.
5210 Captain Kidd Dec.
5215 Ali Baba Nights May

(1953-54)

Table listing production numbers and release dates for Spaceways, Man From Cairo, Norman Conquest, etc.

Metro-Goldwyn-Mayer

Table listing Metro-Goldwyn-Mayer production numbers and release dates, including titles like 'The Merry Widow', 'The Devil Makes Three', etc.

Table listing production numbers and release dates for Big Leaguer, Latin Lovers, Trader Horn, Sequoia, Half A Hero, etc.

Paramount

Table listing Paramount production numbers and release dates, including titles like 'Just For You', 'Caribbean', 'Somebody Loves Me', etc.

5129 The Greatest Show On Earth May

5208 Cleopatra Dec.

(1953-54)

Table listing production numbers and release dates for Roman Holiday, The Caddy, The War Of The Worlds, Little Boy Lost.

RKO

Table listing RKO production numbers and release dates, including titles like 'One Minute To Zero', 'Beware My Lovely', 'Faithful City', etc.

Table listing production numbers and release dates for Look Who's Laughing, Too Many Girls, Annie Oakley, etc.

(1953-54) (Re-release)

Table listing production numbers and release dates for Isle Of The Dead, Might Joe Young, Stage Door, Without Reservations.

Table listing production numbers and release dates for Second Chance (3-D), Devil's Canyon, The Sea Around Us, The Sword And The Rose, Jungle Fury, Son Of Sinbad, She Had To Say Yes.

Republic

(For 1951-52 listing, see page 3553)

Table listing Republic production numbers and release dates, including titles like 'Thunderbirds', 'Ride The Man Down', 'San Antonio', etc.

(Continued on page 3587)

Production Numbers

(Continued from page 3586)

Table with 3 columns: Title, Release Date, Month. Includes titles like 'Champ For A Day', 'Iron Mountain Trail', 'Down Laredo Way'.

20th Century-Fox

(For 1952 releases, see page 3427)

Table with 3 columns: Title, Release Date, Month. Includes titles like 'My Cousin Rachel', 'The I Dan't Care Girl', 'Ruby Gentry'.

(Re-releases)

Table with 3 columns: Title, Release Date, Month. Includes titles like 'The Gunfighter', 'Yellow Sky', 'Call Of The Wild'.

United Artists

Table with 3 columns: Title, Release Date, Month. Includes titles like 'High Noon (Kramer)', 'Actors and Sin (Kuller)'.

Table with 3 columns: Title, Release Date, Month. Includes titles like 'The Ring (King)', 'The Thief (Popkin)', 'Limelight (Chaplin)'.

Universal-International

Table with 3 columns: Title, Release Date, Month. Includes titles like 'The Raiders', 'Because Of You', 'It Grows On Trees'.

Table with 3 columns: Title, Release Date, Month. Includes titles like 'Abbott and Costello Go To Mars', 'The Lone Hand', 'Law And Order'.

Warners

Table with 3 columns: Title, Release Date, Month. Includes titles like 'Big Jim McLain', 'The Crimson Pirate', 'The Miracle Of Our Lady Of Fatima'.

JUST A REMINDER

These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

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Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like GIL LAMB COMEDIES, LEON ERROL REISSUES, MUSICAL REVIEWS, NEWLYWED COMEDIES, PEOPLE AND PLACES, SPECIALS, COLOR SPECIALS, TRUE-LIFE ADVENTURES, SCREENLINERS, SPORTSCOPE, and WALT DISNEY CARTOONS.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like ADVENTURES IN MUSIC CARTOONS, Republic SPECIALS, SERIALS, THIS WORLD OF OURS, 20th Century-Fox ART FILMS, LEW LEHR RE-RELEASES, SEE IT HAPPEN, SPORTS, TERRYTOONS, and (Reissues).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like (Re-releases), (1953-54), (1953), and (Reissues).

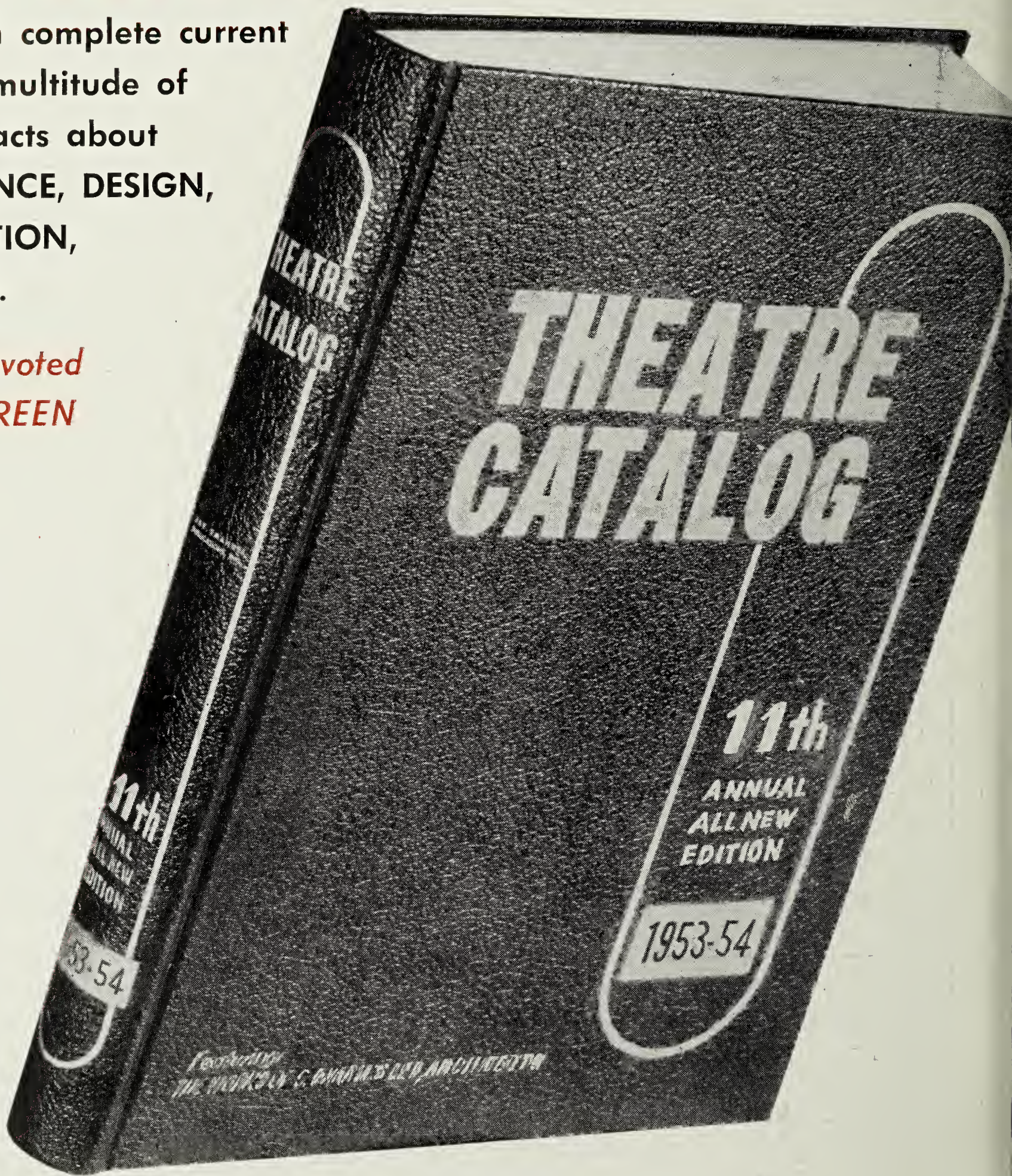
United Artists Two Reel MEDAL OF HONOR (4) with entries for Richard P. Hobson, Dr. Mary Walker, Julius Langbein, and Joseph C. Rodriguez.

Universal-International Two Reel MUSICAL FEATURETTES (13) with entries for Xavier Cugat, Don Cornell, Lawrence Welk, Andy Russell, Les Brown, and Harry James.

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EXHIBITOR



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Page 50 Number 18
Sections: Section One

SEPTEMBER 2, 1953

CLASSIFIED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

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From M.G.M
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THE FIRST TWO BIG ONES TRADE-SHOWN IN 94 CITIES!

Strike up the band! There's excitement on every Film Row. Never has any company had for consecutive release such a group of important attractions, and we're arranging Previews in 94 cities so that *YOU* can SEE FOR YOURSELF! And wait till you hear the details of "The Lucky Seven" Showmanship Contests for every exhibitor attending the trade shows. Ask for the Contest Booklet. And watch for announcements of the nationwide trade shows of other BIG ONES!

WELCOME



BURT LANCASTER

"BRONCO APACHE" — color by Technicolor

HUMPHREY BOGART "BEAT THE DEVIL"

GARY COOPER "RETURN TO PARADISE" — color by Technicolor

KIRK DOUGLAS "ACT OF LOVE"

ERROL FLYNN "CROSSED SWORDS" and "THE STORY OF WILLIAM TELL"
— both in Pathecolor

WILLIAM HOLDEN "THE MOON IS BLUE"

JOEL McCREA "SHOOT FIRST"

JOHN PAYNE "RAIDERS OF THE SEVEN SEAS" — color by Technicolor
and "99 RIVER STREET"

GREGORY PECK "THE MILLION POUND BANK NOTE" and
"THE PURPLE PLAIN" — both in color by Technicolor

not to mention **MICKEY SPILLANE** "I, THE JURY"

and

**ELIA
KAZAN**

"THE GOLDEN
WARRIORS"

**JOSEPH L.
MANKIEWICZ**

"THE BAREFOOT
CONTESSA"

**ROBERT
ROSSEN**

"ALEXANDER
THE GREAT"

JOHN HUSTON "BEAT THE DEVIL"

ANATOLE LITVAK "ACT OF LOVE"

LEWIS MILESTONE "MELBA" — color by Technicolor

ROBERT PARRISH "THE PURPLE PLAIN" — color by Technicolor

OTTO PREMINGER "THE MOON IS BLUE"

MARK ROBSON "RETURN TO PARADISE" — color by Technicolor

INTO
THE
COMPANY
OF
GREAT
STARS

INTO
THE
COMPANY
OF
GREAT
DIRECTOR

In Stars, Stories, Writers, Producers, Directors...
THE BIG NEWS TODAY COMES FROM

UA



A WESTERN drive-in owner who was losing a lot of speakers says he has stopped the thefts. He now stencils the name of the drive-in on the speakers, and says that since he started the idea, he hasn't lost one speaker.



WHAT must have been the biggest popping of the year took place when a popcorn company plant, with about three million bushels, went up in flames.



CLIPS of a current science-fiction film were rejected for use by two eastern TV stations on the grounds that they would scare the kids. The question rises as to whether the stations weren't more concerned with the kids becoming so interested that they would go to the movies and stop looking at their TV screens as a result.



AN EASTERN MANAGER claims that a deaf-mute who had been a regular patron for years came up to him after seeing her first feature on a wide-screen, and told him, via sign and notes, that she could now follow the film even better by reading the lips of the players. Wait until she sees CinemaScope.



AN EXHIBITOR in the southwest who recently took over a roller skating rink gives free films on Saturday mornings to kiddies, and also runs a special midnight show once a month with a free feature for skaters who pay to attend the night's final skating.

—H. M. M.

I N D E X

VOLUME 50, No. 18 SEPTEMBER 2, 1953

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THE COVER PHOTO

Seen are executives of Gibraltar Theatres, which conducted a mass talent hunt in the Rocky Mountain area, left to right, Russell Schulte, executive vice-president, Rialto Theatre, Inc., Casper, Wyo.; Charles R. Gilmour, Gibraltar president, and William Ostberg, executive vice-president, Midwest Theatre Corporation, Scottsbluff, Neb.

EXHIBITOR

Vol. 50, No. 18



SEPTEMBER 2, 1953

RKO: Six-Month Report

IT IS just about six months since Jimmy Grainger walked into RKO and assumed the presidency of the company, and the six-month record, while not showing the company in the black, is one of which he should be proud. And glancing at a profit and loss statement isn't the whole story, either.

THE FACT of the matter is that the job that had to be done at RKO was one that wouldn't have been easy for anyone, let alone the type of fellow that Jimmy Grainger is. While he was at Fox Film Corporation and later at Republic, he did much to heighten the morale of the organization. Coming to RKO, he found morale at a low ebb, and facing the need for economies only made the problem more difficult.

AND YET, talking to RKO sales executives these days, one finds them pleased with the progress the company is making. True, some familiar faces which had been with the company are no longer there, but, on the other side of the picture, one finds that Grainger's constant hustling, plus his confidence in the company and the industry, has resulted in an improvement in the morale of the whole organization.

RKO'S PRODUCT, too, has taken a turn for the better since he came on the job. It may not yet be of the world-beating variety, but there is a consistency to it, and there is reason to be optimistic about it in the future.

RKO MAY not be out of the woods yet, but backed by exhibitor cooperation and all employees, it may not be long before it again becomes a healthy organization.

THERE IS no question that Jimmy Grainger has the good wishes of the exhibitors. It might be well to point out also that his son, Edmund Grainger, is doing a whale of a job as an RKO producer and that Jimmy is still retaining his record as the man who travels on trains the most. But traveling or in the home office, he is helping make RKO another strong unit and a real asset to the business.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonamaker and Mel Konec-off, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International editions: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries. \$15 in all other countries. Address all correspondence to the Philadelphia office.



FINALISTS FROM THE SCOTTSBLUFF, NEB., DISTRICT, OPERATED BY WILLIAM OSTENBERG, PARTICIPATE IN GIBRALTAR THEATRES' TALENT CONTEST.

The Rocky Mountains Are Big-So Was This Contest

In A Unique Western Promotion, The Advantages Of Localized Tieups Readily Become Apparent



Fred Arthur, winner, Casper, Wyo., city finals, gets his award at the America from Jerry Lasswell, publicity head, Rialto Theatre, Inc., Casper.

UNLIKE most circuits, Gibraltar Enterprises, Inc., has no centralized operation.

Instead, the company is made up of five independent owners of small operations in the four mountain states, and it is all the more remarkable, therefore, that a promotion effort of the magnitude of Gibraltar's recent Rocky Mountain talent hunt could be conceived at all, let alone carried out with singular success.

The five owners forming the board of directors of the unique circuit are Russell Schulte, executive vice-president, Rialto Theatre, Inc., operating 14 houses in Wyoming; Nathan Greer, Salmon-Greer, Santa Fe, N. M.; Tom Murphy, Hubbard-Murphy, Raton, N. M., operating theatres along the Colorado-New Mexico border; Moe Rudick, representing Edward Ward's theatres along the southern border of New Mexico, with headquarters in Silver City, N. M., and William Osten-

berg, III, operating several theatres in western Nebraska as the Midwest Theatre Corporation, Scottsbluff, Neb. Charles R. Gilmour is president of the company, and Fred Knill, his assistant, is in charge of the Colorado theatre group and does the film buying.

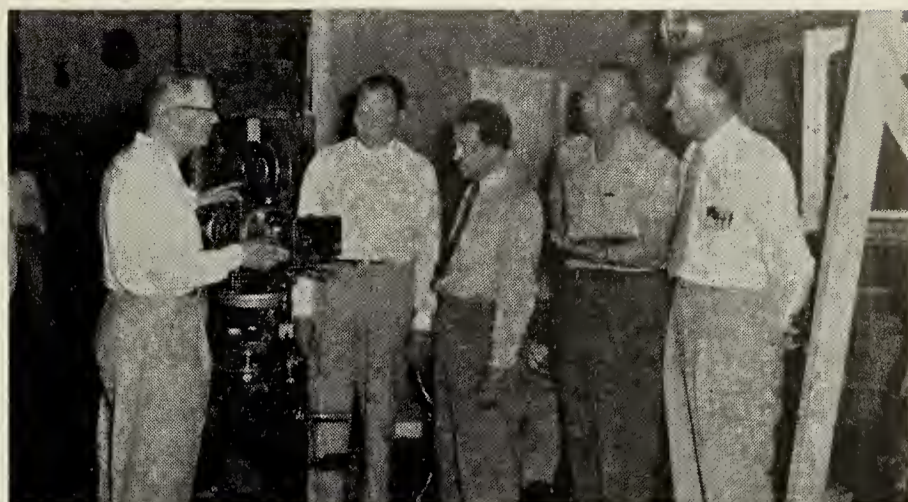
Jerry Lasswell is publicity director for the Wyoming group, and handles overall promotions for the entire circuit. Lasswell was named manager of the huge talent hunt, covering the entire Rocky Mountain area.

The idea for the novel promotional gimmick was advanced during the circuit's annual meeting, and the board of directors liked it, so it set up the finance plan, and appointed a committee including Vern DeBolt, Scottsbluff, Neb.; Tom Pillsbury, Santa Fe, N. M., and Carroll Wright, Rocky Ford, Col.

Gilmour himself worked with Lasswell on layouts for press sheets, 40 x 60's, jum-



Ronald Cetrone, grand prize winner, and Lasswell prepare to leave for Los Angeles, Hawaii, and Las Vegas, Nev., as part of Cetrone's prize. Seeing them off are Pete Laney, general manager, Rialto Theatre, Inc., and Mrs. Victor Cetrone, mother of the winning contestant in the talent hunt.



Lasswell, who acted as chairman of the talent quest, and Fred Knill, assistant to C. R. Gilmour, confer with V. King, cameraman; R. Moore, director, and Ray Eberling, assistant production manager, Alexander Film Company, which produced a short subject featuring the finalists of the talent contest.

bo window cards, ad mats, press releases, trailer copy, tieups, promotion of prizes, and other promotional material. The cooperation of The Denver Post was obtained, and this gave the contest an outlet for publicity that reached 400,000 homes, and blanketed the entire Rocky Mountain empire. Pan American Airways agreed to fly traditional Hawaiian flower wreaths from Honolulu for each of the contestants to wear the night of the finals which took place on the stage of the Denham, Denver.

Each theatre in the circuit was supplied with promotional material and an informative press book explaining how to sell the talent quest in each community. Professional as well as amateur talent was invited to participate, and loads of publicity was obtained through local newspapers, merchants, and radio stations. Showmanship paid off, and a flood of contestants applied for the preliminary district contests.

District finals were held at the America, Casper, Wyo.; Lensic, Santa Fe, N. M.; Grand, Rocky Ford; Rialto, Alamoza, Col.; Silco, Silver City, and Bluffs, Scottsbluff.

The district finalists were brought to Denver for final judging. One of the more appealing parts of the talent hunt took place before the grand prize was awarded. All six district winners were taken to Colorado Springs, Colo., where they appeared before the motion picture cameras in the studios of the Alexander Film Company. Twenty minutes of film were shot of the combined unit doing their specialty acts.

The film was then edited down to a fast 10-minute short subject, and was sent back over the circuit of Gibraltar Theatres to be viewed by the home folk. This, of course, kept the circuit in the

limelight long after the contest was a thing of the past, and took advantage of the tremendous community interest that was generated by the talent contest in towns all through the area.

District finalists each received a General Electric television set, Roamer wrist watches and other gifts, all of which were promoted locally. The climax of the contest, which had involved some 43 theatres in the four state area, with more than 1600 contestants participating during the two and one-half months the contest was in progress, saw the six finalists coming to Denver with all expenses paid by the company.

They were housed at the Stadium Hotel, and the interest created caused one town, Socorro, N. M., to send a delegate of fans into Denver for the event to cheer their hometown favorite.

When the smoke of battle cleared, Ronald Cetrone, 19-year-old violinist from Sheridan, Wyo., eventually emerged as the winner of the Rocky Mountain talent quest.

Following the finals, held at the Denham, owned and operated by Mrs. Dave Cockrill, president, Denham Theatre, Inc., Cetrone was taken to Casper, where he boarded a Western Airlines Convair to Los Angeles. Lasswell accompanied him on the prize winning tour, and gave press releases to the airline and press attaches at Salt Lake City; Las Vegas, Nev., and at the Los Angeles airport.

The Hollywood whirl for the young and talented musician included all the customary fanfare. He and Lasswell were accommodated at the Los Angeles Biltmore Hotel for four days. They toured the studios and lunched in the commissaries, rubbing shoulders with stars, many

of whom had started their fabulous careers in a manner quite similar to that of Cetrone. The young musician had photographs taken with glamorous Elizabeth Taylor and the cast of MGM's forthcoming "Kiss Me, Kate," and made several radio appearances.

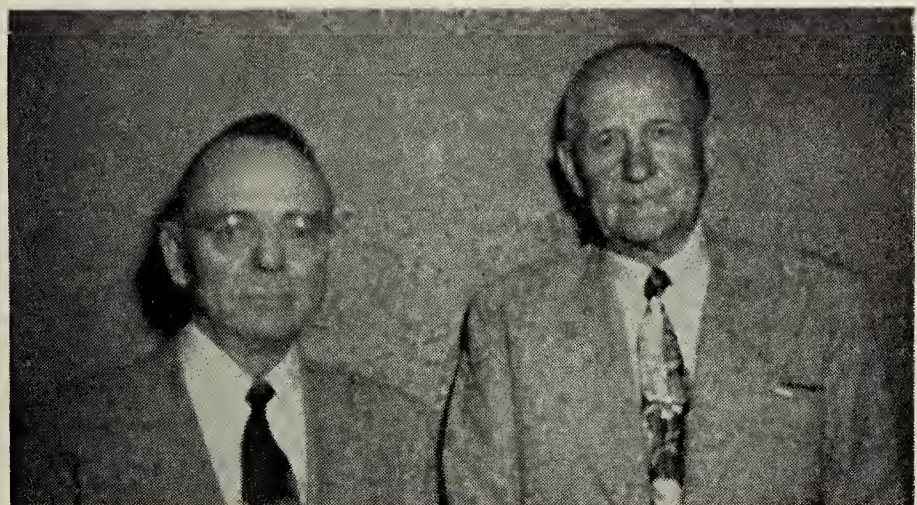
Cetrone's prize was just beginning to take shape, however. From the never-never land of Hollywood, he and Lasswell boarded a Pan American Airways Strato-cruiser for a trip across the blue Pacific to Honolulu, Hawaii. It is a trip of nine hours.

The all-expense paid journey included a deluxe suite at the Moana Hotel on Waikiki Beach. The trip back to Los Angeles aboard the same Pan American ship closed the phase of Cetrone's prize consummated outside the continental United States, but his vacation was by no means over. Gibraltar Enterprises had arranged a three day rest at the Hotel Last Frontier, Las Vegas.

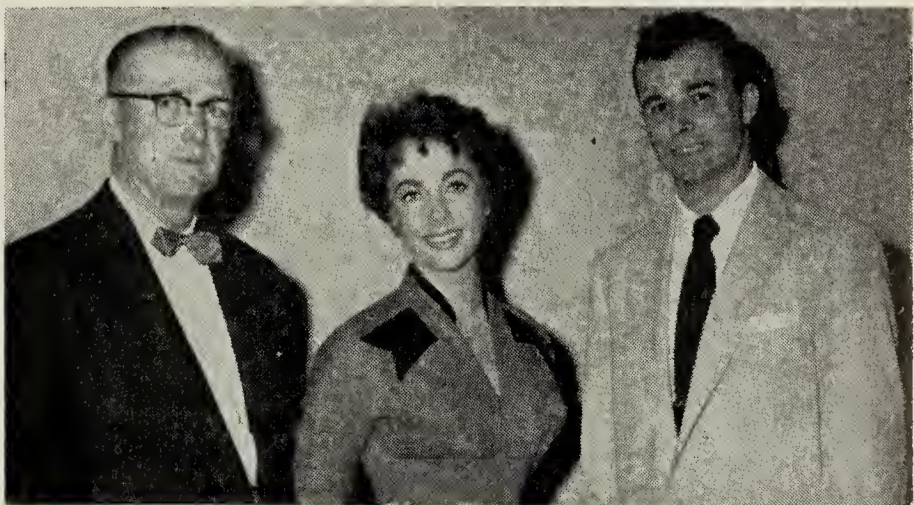
The entire trip was made more convenient for the young violinist by the presentation of a complete matching set of Samsonite luggage from Shwayder Brothers Company. The grand award also included a \$350 Keepsake diamond ring from Frumess Jewelry, Denver.

In addition to swelling the bonanza of prizes reaped by winning contestants in the talent hunt, these prizes afforded the 43 participating theatres with excellent opportunities for tieups during the contest with local merchants, most of which were glad to cooperate with exhibitors in local newspaper copy.

All in all, the contest was marked by showmanship of the highest order, a fitting tribute to the hard work of all who had a part in it.



Circuit executives Gilmour and the late Edward J. Schulte discuss the contest, which brought attention to the circuit, and garnered much newspaper space.



Lasswell and Cetrone meet the beautiful Elizabeth Taylor while guests of MGM for one day during their stopover in Los Angeles as part of the tour.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Distribution

United Artists holds a sales session at the home office (page 13).

Paramount Jubilee week inaugurates salute to Adolph Zukor (page 17).

Strike threatens New York exchanges as contract negotiations fail (page 19).

Charles M. Reagan, MGM general manager of sales and distribution promises company help for distressed exhibitors (page 19).

Exhibition

Real Estate group surveys show that closed houses harm real estate values (page 13).

Vandalism forces Chicago house to close (page 19).

Financial

20th-Fox shows a profit despite expense of converting to CinemaScope (page 13).

International

U. S. companies cut Canadian advertising budgets. "Gentlemen Prefer Blondes" ties up with Canadian jeweler (all on page 16).

Legal

RKO is granted adjournment in stockholder suit (page 17).

Legislative

Representative Mason announces his plan to reintroduce tax repeal bill at the next Congressional session (page 13).

Mel Konecuff

IFE celebrates sixth month as a releasing organization; John Huston discusses plans for production abroad; tea and crumpet premiere of Warners' "The Beggar's Opera," and other events are covered (pages 8 and 18).

Organizations

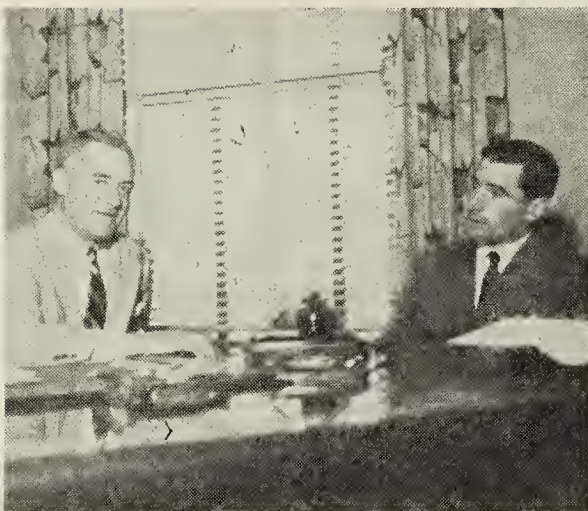
Texas COMPO plans reorganization instead of shutdown (page 20).

COMPO executive board to discuss industry research (page 17).

IATSE visits Will Rogers Memorial Hospital (page 20).

Technical

Warners signs contract with Zeiss-Opton, German optical firm, for Super-Scope lenses. TESMA-TOA forum to be highlight of convention (all on page 17).



Anthony R. Morris, right, overseas sales manager, Associated British Pathe Limited, recently visited the New York offices of Monogram International Corporation, and is seen with Norton V. Ritchey, MIC president, just back from London.

Strong Attractions Up Broadway Grosses

NEW YORK—Martin and Lewis, in person, on the Paramount stage; "Roman Holiday" at the Music Hall, and "From Here To Eternity", Capitol, led the Broadway first-runs over the weekend, although some other spots did very well indeed.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"PLUNDER OF THE SUN" (WB). Paramount, with Martin and Lewis in person, anticipated the opening week at \$140,000.

"MISTER SCOUTMASTER" (20th-Fox). Roxy, with ice show, claimed \$35,000 for Friday, Saturday and Sunday, with the opening week sure to tally \$70,000.

"ROMAN HOLIDAY" (Para.). Radio City Music Hall, with stage show, reported \$100,000 for Thursday through Sunday, with the opening week expected to reach \$165,000.

"I, THE JURY" (UA). Criterion reported \$26,000 for the second week of this 3-D attraction.

"THE SWORD AND THE ROSE" (RKO-Disney). Rivoli anticipated \$19,000 for the second week.

"VICE SQUAD" (UA). Globe looked forward to a \$32,000 opening week.

"THE WAR OF THE WORLDS" (Para.). Mayfair announced \$28,000 for the third week.

"STALAG 17" (Para.). Astor was sure to hit \$42,000 on the ninth week.

"WINGS OF THE HAWK" (U-I). Loew's State anticipated the opening week at \$20,000.

"FROM HERE TO ETERNITY" (Col.). Capitol claimed the fourth week would go over \$135,000.

"THE MOON IS BLUE" (UA). Victoria expected the eighth week to tally \$16,000.

"THE CRUEL SEA" (U-I). Fine Arts claimed the third week would reach \$12,000.

D of J Won't Settle

WASHINGTON—The Department of Justice stated last week that the Government is not considering out of court settlement of the suit brought by Interhandel of Switzerland over ownership of majority stock interest in General Aniline and Film Corporation. The Government seized 94 per cent of Aniline's stock from Interhandel during the war on the grounds that the firm was actually owned by enemy Germans.

New York News Letter

— By Mel Konecuff —

IFE Releasing Corporation hosted a luncheon for metropolitan exhibitors and trade press representatives last week at Leone's, which marked the six-month anniversary of the releasing organization and at which time a progress report was issued, as well as a partial schedule for the future.



KONECOFF

Bernard Jacon, vice-president in charge of sales, reported that dubbing, a heretofore unacceptable term in most industry circles, has come of age and is widely accepted for regular theatres and by the public as evidenced by box-office returns and critical reaction. As a result, the fall release schedule includes six dubbed (English language) films; two that were originally filmed in English, "Golden Coach" and "Europe '51", and two Italian-language sub-titled features.

Jacon outlined the company's four-point program as a guide to exhibitors, which include: (1) Those films will be dubbed into the American language where the story and star appeal have entertainment value for the over-all American movie-going public; (2) There will be a guaranteed continuity of high calibre product to meet the diversified demands of regular, specialized, and Italian-American theatres; (3) There will be maintenance and continuation of an aggressive national sales organization to service efficiently and intelligently all exhibitors everywhere, and (4) A merchandising program to launch each picture on an equal basis with comparable Hollywood product is in effect.

The release schedule reads as follows: Currently in release are: "Anna", "O.K. Nero", and "Bitter Rice" in American language. September will see the release of "The Little World Of Don Camillo", "Three Girls From Rome" in the English language, and "Bellissima" with titles. In October there will be "Europe '51" and "The Secret Conclave" in English language, and "Times Gone By" with titles. November will see "The Golden Coach", "White Hell Of Pitz Palu", and "The Young Caruso" in English language. Thus far in December, there will be "Sensualita" also in English language.

Jonas Rosenfield, vice-president in charge of advertising, publicity, and exploitation, stated "There are no 'sluff' pictures on the IFE release schedule. Every one of our pictures comes to the exhibitor pre-sold and supported by a

(Continued on page 18)

REPUBLIC'S

VAST-VISION

REPUBLIC'S BIG 6 NOW...

AVAILABLE FOR STANDARD

AND WIDE VISION SCREEN



HERBERT J. YATES
presents

FRED

VERA

MacMURRAY · RALSTON

in

FAIR WIND
TO JAVA

TRUCOLOR BY CONSOLIDATED

with

ROBERT DOUGLAS · VICTOR McLAGLEN
JOHN RUSSELL · BUDDY BAER
CLAUDE JARMAN, Jr. · GRANT WITHERS

Screen Play by RICHARD TREGASKIS ·
Based on the novel by GARLAND ROARK
Associate Producer-Director JOSEPH KANE

GARLAND ROARK'S
GREATEST NOVEL
BIGGER
THAN
**WAKE of the
RED WITCH**

REPUBLIC'S VAST-VISION



HERBERT J. YATES
presents

CITY THAT NEVER SLEEPS

STARRING
GIG YOUNG · MALA POWERS
WILLIAM TALMAN · EDWARD ARNOLD
the killer in "The Hitch-Hiker"

WITH CHILL WILLS · MARIE WINDSOR · PAULA RAYMOND
Written by STEVE FISHER · Associate Producer-Director JOHN H. AUER

A REPUBLIC PICTURE · REPUBLIC PICTURES CORPORATION



ALL FUTURE
PRODUCTIONS
BY REPUBLIC
WILL BE
AVAILABLE
FOR
STANDARD
AND
WIDE-VISION
SCREEN

HERBERT J. YATES
PRESENTS

WOMAN THEY ALMOST LYNCHED

STARRING
JOHN LUND · BRIAN DONLEVY · AUDREY TOTTER · JOAN LESLIE

WITH
BEN COOPER · NINA VARELA · JIM DAVIS · REED HADLEY
Screen Play by STEVE FISHER · Based on a Saturday Evening Post story
by MICHAEL FESSIER · Directed by ALLAN DWAN

A REPUBLIC PICTURE

COMING—"SWEETHEARTS ON PARADE" · "CHAMP F

DOWN



From
JOHN FORD
Academy Award Winner
who gave you
"THE QUIET MAN"

HERBERT J. YATES
presents
JOHN FORD and MERIAN C. COOPER'S Argosy Production

THE SUN SHINES BRIGHT



WITH **CHARLES WINNINGER**
and **ARLEEN WHELAN** • **JOHN RUSSELL**
STEPIN FETCHIT

Screen Play By **LAURENCE STALLINGS**
Based on **IRVIN S. COBB'S** Short Stories
"The Sun Shines Bright" • "The Mob From Massac" • "The Lord Provides"

Directed By **JOHN FORD**
A REPUBLIC PICTURE



The bad girl of
"High Noon"

HERBERT J. YATES presents

SAN ANTONIO

STARRING
ROD CAMERON • **ARLEEN WHELAN**
FORREST TUCKER • **KATY JURADO**

WITH
RODOLFO ACOSTA • **ROY ROBERTS** • **BOB STEELE** • **HARRY CAREY, JR.**
A REPUBLIC PICTURE

Screenplay by **STEVE FISHER** • Based on the Novel "The Golden Herd" by **CURT CARROLL**
Associate Producer Director **JOSEPH KANE** • Republic Pictures Corporation



"DAY" • "SEA OF LOST SHIPS" • "ANGELS OVER KOREA"

REPUBLIC'S

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HERBERT J. YATES
presents

A PERILOUS JOURNEY

with starring **VERA RALSTON · DAVID BRIAN · SCOTT BRADY**
CHARLES WINNINGER · HOPE EMERSON · EILEEN CHRISTY · LEIF ERICKSON
and **VEDA ANN BORG · IAN MACDONALD · VIRGINIA GREY · DOROTHY FORD · BEN COOPER**
Screen Play by **RICHARD WORMSER** · Based on Vingie Roe's Best Selling Novel "The Golden Tide"
Directed by **R. G. SPRINGSTEEN** **A REPUBLIC PICTURE**

**THE LADY
WANTS MINK**
TRUCOLOR By Consolidated

**RIDE THE
MAN DOWN**
TRUCOLOR By Consolidated

THUNDERBIRDS

**OLD OVERLAND
TRAIL**
with **REX ALLEN**

**IRON MOUNTAIN
TRAIL**
with **REX ALLEN**

Mason To Introduce New Tax Relief Bill

Fox Shows Profit Despite Transition

NEW YORK—Twentieth-Fox Film Corporation and all of its subsidiaries last week reported consolidated net earnings of \$158,309 for the 26 weeks ended June 27, 1953. This amounted to six cents per share on the 2,769,486 shares of common stock outstanding. Comparable operations for the 26 weeks of 1952 showed net earnings of \$154,404 exclusive of domestic theatre subsidiaries which were separated on Sept. 27, 1952. This amounted to six cents per share, the same as this year on the same number of shares of common stock then outstanding.

The net loss for the second quarter ended on June 27, 1953, amounted to \$865,656, as compared to net earnings of \$877,811 for the second quarter of 1952. The transition of the company to CinemaScope has adversely affected earnings for the second quarter.

The net earnings for the first quarter of 1953 were \$1,023,965.

A quarterly cash dividend of \$.25 per share of common stock was declared payable Sept. 26 to holders of record Sept. 10.

IATSE Board Meets

NEW YORK—The IATSE general executive board held its semi-annual meeting last week. Participating in the sessions were President Richard F. Walsh, Harland Holmden, James J. Brennan, Roger M. Kennedy, Felix D. Snow, Carl G. Cooper, Harry J. Abbott, Louise Wright, William P. Raoul, Orin M. Jacobson and Hugh J. Sedgwick.

Walsh declined to comment on reports that Roy M. Brewer, international representative in Hollywood, had submitted his resignation. Rumors were that Brewer's resignation would be considered at the board meeting. The west coast official is said to have resigned over a difference of opinion with Walsh over conduct of the union's Hollywood activities. Brewer said the differences concerned the scope and activities of the Hollywood office, which he felt should be expanded, while Walsh felt that they should be cut down.

Youngstein Takes Appeal Post

NEW YORK—Max E. Youngstein, vice-president, UA, last week accepted the position of dinner chairman in the motion picture industry drive in behalf of the 1953 Joint Defense Appeal Campaign, it was announced by William J. German, chairman of the over-all Joint Defense Appeal Amusements drive. The dinner, which will be held at the Hotel Pierre on Oct. 21, marks the opening of the motion picture industry drive.

The industry is aiding the Joint Defense Appeal in raising New York City's share of the \$5,000,000 necessary to finance activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Johnston Appointed To Citizen's Committee

WASHINGTON—Eric A. Johnston, MPEA president, was named last week to the citizen's advisory committee to the Senate Committee on Banking and Currency, by Senator Homer E. Capehart, chairman. Invitations to serve on the committee have been accepted by 83 leaders of industry, agriculture and labor, with others still to be added.

The committee will meet Sept. 15 to study the financial aspects of international trade.

Closed Houses Harm Real Estate

WASHINGTON—The National Association of Real Estate Boards announced last week that a survey indicates that the hundreds of closed theatres in the nation, whether converted to another use or standing idle, generally have a deteriorating effect on the neighborhood and the economic whole.

H. P. Holmes, chairman of the group's economic committee, writes, however, "In spite of depressed conditions, it should not be thought that any theatre investment is automatically undesirable, that motion pictures are obsolete, or that the industry is in the doldrums."

The statement says that new techniques plus the eventual repeal or reduction of the amusement tax may provide the answer to the industry's problems. Real estate boards in 264 cities participated in the survey and reported almost 1,000 closed theaters.

The report emphasized the loss incurred in other businesses when a theatre closes and is converted at great expense to another business venture, and stated that theater closings force other businesses to close. It was also pointed out that theatres operating at a loss or breaking even must defer maintenance, speeding obsolescence and further decreasing business. A continuation of the vicious cycle forces further delay in improvement due to this decreased boxoffice.

FCC Hears TV Hassle

WASHINGTON—The FCC heard oral argument this week on the applications of the W. S. Butterfield Theatres, Trebit Corporation, and WJRM the Goodwill Station, Inc., all seeking TV channel 12 in Flint, Mich. An initial decision has already been made, granting the channel to Trebit, but protests of the other two applicants resulted in the oral arguments.

Council Kills Local Levy

WAUSEN, O.—City Council voted unanimously last week to repeal the three per cent amusement tax, which had been in effect since Nov. 3, 1947. The tax brought about \$1,000 annually into the village treasury.

Early January Set As Date For Congressional Action; Administration In Favor Of Reduction, Not Repeal

NEW YORK—It was learned last week that Representative Noah M. Mason, Republican, Illinois, sponsor of the bill for repeal of the Federal 20 per cent admission tax which was vetoed by President Eisenhower after it had passed both the House and Senate by wide margins, plans to reintroduce the bill at the next session.

The Illinois Congressman set early January as the date the bill will be considered for the second time. He indicated, however, that the possibility exists that a separate bill granting tax relief to the motion picture industry might not be necessary at that time. Mason said that since his bill passed both houses of Congress by such a wide margin, it is almost certain to be included in any bill to be presented to the Congress covering the entire revision of the Internal Revenue Code.

The new bill will be drafted as a result of the series of hearings held by the House Ways and Means Committee, Representative Daniel A. Reed, Republican, New York chairman. Other industries hard hit by excise taxes recently testified and requested relief before the committee, which remained in Washington following the adjournment of Congress.

The Eisenhower administration has announced that it will have ready for the new session of Congress its own tax program, and an integral part of that program is believed to be tax relief, promised by the President when he vetoed the Mason Bill. The President, however, did not promise tax repeal in his message after the veto, but rather stressed a reduction in the amusement tax, which industry observers feel will be set at 10 per cent.

UA Holds Sales Session

NEW YORK—It was announced last week that the sales meeting of United Artists district managers to be held at the company's home office will take three days instead of two, beginning today (Sept. 2).

The company's top executives will attend the sessions, among them Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; William J. Heine-man, vice-president in charge of distribution; Max E. Youngstein, vice-president; B. G. Kranze, general sales manager; Milton E. Cohen, eastern division manager; James Velde, western division manager, and Francis M. Winikus, national director of advertising, publicity, and exploitation.

The district managers attending will be Fred Meyers, New York-Metropolitan; John Turner, eastern; George Pabst, southern; Harry Goldman, central; Ralph Clark, west coast; F. J. Lee, midwest, and Charles S. Chaplin, Canadian division manager. Joseph Sugar, New York branch manager, also will attend.

A Message from the 1300 Field Employees



HERMAN WOBBER Western Div. Mgr. H. G. BALLANCE Southern Div. Mgr. M. A. LEVY Mid-West Div. Mgr. M. MOSKOWITZ Empire State Div. Mgr. C. GLENN NORRIS Atlantic Div. Mgr. T. O. McCLEASTER Central Div. Mgr. PETER MYERS Canadian Div. Mgr. BRYAN D. STONER Ass't Western Div. Mgr. PAUL S. WILSON Ass't Southern Div. Mgr. W. A. BRYANT New Orleans JACK BU Seattle

JACK ERICKSON San Francisco T. R. GILLIAM Chicago DAVID S. GOLD Des Moines G. F. HALLORAN St. Louis JOHN HOLSTON Charlotte C. B. KOSCO Buffalo J. J. LEE Detroit AL LEVY Pittsburgh K. O. LLOYD Salt Lake City J. H. LORENTZ Milwaukee SAUL MA Minneapolis

NAT ROSEN Albany I. J. SCHMERTZ Cleveland J. E. SCOTT Omaha MARK SHERIDAN Dallas B. A. SIMON New Haven MORRIS SUDMIN Los Angeles T. D. TIDWELL Jacksonville T. W. YOUNG Memphis V. J. BEATTIE Toronto G. L. CHERNOFF Montreal R. A. CRIN Colgan

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*Thank all the exhibitors of the
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TESTIMONIAL

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*to the pleasure of serving,
the motion picture industry.*

The International Scene

Canada

U. S. Companies Cut Advertising Budget

TORONTO—The American motion picture companies do not have too much faith in national advertising in Canada if figures gathered from a survey of the 17 leading magazines and the mass circulation Sunday weeklies is any criterion.

Most consistent advertiser has been the J. Arthur Rank Organization, Canada, since 1945. Also shown in the survey is a trend away from the standard type magazines and towards the mass circulation Sunday weeklies. The Rank Organization advertising showed up in every one of the years except 1945, including this year. Only other major to come close to the Rank consistency was RKO which shows up in print every year except this year, 1948 and 1950.

The consistency of the Rank advertisements is credited by a spokesman for the agency handling their ads with putting over English films in Canada. Rank was spending money each year in the Canadian publications, while the American companies were neglecting the medium in the Canadian market.

Spokesmen for the Rank advertising agency said that 12 types of ads were tested, and an editorial type of ad illustrated with a photograph evolved. It reached what is described as the "twice-a-month" moviegoers, and these ads which hit week-in and week-out in some national magazine were always around the house. As a result, every film brought to this country by the Rank Organization was pre-sold before it played the theatres.

The American companies depended on their advertisements in the American magazines to sell the Canadian audience. The fan magazines were also used as a medium, but these weren't reaching the Canadian population in the same way as they are now, due to slump in circulation as well as a paper shortage.

The swing to the mass circulation Sunday weeklies, namely the Star Weekly, and the Weekend Picture Magazine, may be illustrated in comparing the figures for two groups of publications.

In the period under comparison, from January, 1952, until June, 1953, just \$16,331 was spent in the 17 magazines, while some \$26,100 was spent in the big weeklies.

A total of \$35,879 was spent in the mass circulation papers, with the leading spender being MGM, accounting for \$16,475. RKO spent \$8,392, while others, in order, were Columbia, \$4,300; Rank, \$3,058; Universal-International, \$3,000 and Fox, \$654.

The magazines, for the most part, are strictly consumer magazines, and hold the lead in circulation figures, averaging about 100,000 each. From 1945 until now, a total of \$260,485 has been expended by the film companies. In 1946 the magazines had a bumper year with film companies as



Tony Morris, overseas sales manager, Associated British-Pathe, on his recent visit to New York dropped in to say "Hello" to Allied Artists executives and admire the teaser ad on "Mr. Potts Goes to Moscow." Seen, left to right, are John Dervin, sales manager, Stratford Pictures; Morris; Edward Morey, vice-president and assistant to the president; Morey Goldstein, vice-president and general sales manager, and Norton Ritchey, president in charge of foreign sales.

\$49,957 was spent, with 1947 a close second, when \$45,962 was spent. The third biggest year was 1949 when \$44,886 was spent. In order, were 1948, \$35,070; 1950, \$30,509; 1945, \$21,136; 1951, \$16,634; 1952, \$9,956, while this year, in the first six months, just \$6,675 was spent.

Biggest spender was Rank with \$145,802 worth of space taken. Another generous advertiser was RKO, taking \$62,193 worth of space. Others were: Famous Players, who in 1949 and 1950, spent a total of \$9,066. However, Famous Players are probably the largest entertainment advertisers in the country, confining their space to the daily paper, with the exception of institutional ads.

The amount of money spent by the film companies is amazing, according to a spokesman for the Bureau, "considering the free amount of coverage the film industry is given by way of stories, columns of criticisms and pictures."

The same is true in the weekly Sunday mass circulation papers where each week, one is bound to find some story or picture involving motion pictures.

Canadian Comment

Working on the diamond theme and the song, "Diamonds Are A Girl's Best Friend," Len Bishop, manager, Shea's, Toronto, has arranged a fantastic tie-up for his engagement on "Gentlemen Prefer Blondes." It will involve give-aways of approximately \$15,000 worth of diamonds and advertising. Morse Credit Jewelers are sponsoring this extensive tieup and are preparing an impressive advertising campaign including newspaper and radio. For one week in advance and one week current, two Walter Thornton models will parade the down-town streets. They will carry a large tray containing imitation stones and every day 5 genuine diamonds will be placed in the tray. In envelopes, there will be cards entitling the holder to a draw on a \$500 diamond ring. The girls will select people at ran-

dom on the street, invite them to select a stone, place it in the envelope with a request that the envelope be taken to Morse Credit Jewelers for appraisal. Some time during the engagement of the picture, the names of the people who selected the genuine diamonds will be announced via newspaper, radio and on special panels in the store and theatre lobby. In addition to this, every 25th person entering the theatre during the first week engagement of "Gentlemen Prefer Blondes" will be presented with a certificate entitling the bearer to a diamond, with the compliments of Morse Credit Jewelers. The jeweler will capitalize on selling new settings, setting stones in pieces of jewelry which the people may already have, bringing new customers into his store, and he will acquire valuable additions to his mailing list and at the same time build up a tremendous amount of good-will.

CINE CHATTER: Meetings of the Eastern Division of Famous Players Canadian Corporation have been changed. The gathering of executives, officials, partners and managers will now take place Oct. 3-6 at the King Edward Hotel, Toronto. . . . Gerry Chernoff is the new head, Montreal Film Board of Trade, succeeding Hillis Cass, MGM. Cass is now MGM's general sales manager. . . . The industry was saddened by the passing of George W. Peters in Calgary after a long illness. With Odeon since its inception, the late Mr. Peters became executive assistant to the president and managing director, then the late Hon. Earl Lawson, in 1946, and vice-president the next year. He resigned several years ago, and at the time of his death was an oil company executive. . . . At the mid-year meeting of IATSE Local 400, Moncton, N. B., 30-year pins were presented to four members. All residents of Saint John, N. B., and all former presidents of the local, they were Edmund A. Chase, Leslie Sprague, W. J. Monte Chase and J. A. Whitebone. . . . Lloyd Taylor of FPCC started the chain's seven drive-ins on a new give-away policy with the offer of a stainless steel cutlery set of eight pieces, one for each week, plus a 10 cent service charge. . . . Advertising in the Toronto papers, 20 miles away, Brampton Drive-In, offered a "Buck Night." Everybody in the car for one buck. . . . Kelly Hayter, old-time film and theatre man will be in charge of the Salmon Arm Starlight Drive-In, being constructed for 400 cars near Salmon Arm, B. C. . . . Visitor in Vancouver was J. J. Fitzgibbons, Jr., head of Theatre Confections, Limited. . . . No charge is to be made by theatres for the Ontario Hospital Tax on 3-D glasses, according to a circular letter sent out by Bruce Bunt, director of the Hospitals Tax Branch, for the Province of Ontario. This is the amusement tax paid in the Province. . . . Fire destroyed the lately-built 300-seat Gem, the only theatre in Wakaw, Sask. Owners were S. Hryniuk and F. Shynkaruk. No one was in the theatre. . . . Jean Yves Bigras has been signed by Frontier Films Corporation, Montreal, to direct an as yet unnamed feature. Bigras was given a 30-day leave by CBC-TV in Montreal. Another member of the CBC-TV organization, and a former member of the National

(Continued on page 19)

Paramount Jubilee Week Kicks Off Zukor Salute

NEW YORK—This week is being celebrated by Paramount as "Jubilee Week," marking the opening of the "Adolph Zukor Golden Jubilee Salute", 14-week sales drive in commemoration of the Paramount board chairman's 50th anniversary in the motion picture business, A. W. Schwalberg, president, Paramount Film Distributing Corporation, announced last week at the home office.

With the goal of putting the Paramount trademark on every theatre's screen, "Jubilee Week" will set the pace for competing branches and salesmen. Thousands of dollars in prizes await the winners of the sales drive. Schwalberg pointed out that on the basis of the overwhelming exhibitor support of the drive pledged to Zukor in congratulatory messages, the "Adolph Zukor Golden Jubilee Salute" will "far surpass in results the most successful of the sales drives that Paramount has conducted in the past."

RKO Adjourment Request Granted

NEW YORK—Counsel for Louis Schiff and Jacob Sachs in their minority stockholder suit against RKO Pictures Corporation and RKO Radio Pictures pledged in New York Supreme Court last week not to oppose the defendant's request for an adjournment of the hearing until Sept. 14. The defendants asked the adjournment on the grounds that most RKO executives are on the west coast, that more time is needed to prepare an answer to the complaint and that there exists no need for haste since RKO's financial position is constantly improving.

The court was referred to an affidavit by William H. Clark, RKO treasurer, which stated, "There is no necessity for a hasty action on the plaintiff's application for a receiver. The RKO companies are currently operating at a profit and the current trend indicates that this condition will continue."

The plaintiffs charge that the company's earnings are being dissipated, and others named in the suit are the Hughes Tool Company, Howard Hughes, Noah Dietrich, Ned Depinet, Frank J. O'Hara, Jr., J. Miller Walker, James Grainger, and A. D. Simpson.

"Robe" Radio Coverage Set

NEW YORK—Globe-girdling radio coverage of the Sept. 16 gala invitational world premiere of 20th Century-Fox's CinemaScope-Technicolor spectacle, "The Robe", has been assured by arrangements concluded last week between the film company and 15 countries of the Voice of America, the British Broadcasting Company and international station WRUL.

The world-wide coverage of "The Robe's" premiere will complement the previously-announced unprecedented coast-to-coast radio and television tieup concluded by 20th Century-Fox with the National Broadcasting Company and metropolitan TV station WNBT.

Warners Signs Pact With German Optical Firm For SuperScope Lenses



Jack L. Warner is seen recently at the Zeiss-Opton factory in Oberkochen, Germany, where the formal signing of an agreement between Warners and Zeiss-Opton G.M.B.H. for production and delivery of special photographing and projection lenses for Warner SuperScope wide-screen system, took place. Seen, left to right, front, are Dr. Heinz Kuppenbender, Zeiss-Opton; Frank Cahill, coordinator of technical affairs for Warners; Warner; Dr. Paul Hendrichs and Dr. Hans Sauer, Zeiss-Opton, and, rear, Heinz Thiele, Zeiss-Ikon; Al Tondreau, head, Warners Burbank studio camera department; Dr. Horst Kohler, Zeiss-Opton; Joseph Hummel, Warners manager for Continental Europe, and Joseph Westreich, Warners supervisor for Germany.

MUNICH, GERMANY—Jack L. Warner, executive producer, Warner Brothers Pictures, announced last week the formal signing of an agreement between Warners and Zeiss-Opton G.M.B.H., lens manufacturers of Oberkochen, Germany, for the production and delivery of the special photographing and projection lenses for the recently announced WarnerSuperScope wide-screen system.

Warner and the studio's technical representatives inspected the Zeiss lenses at the factory and pronounced results of the optical tests perfect. The closing of the agreement is the culmination of the research carried on for many months at Warners' west coast studio. WarnerSuperScope employs a screen ratio of 2.66 to 1.

Among the first pictures to be produced in the wide-screen WarnerSuperScope process are "Helen Of Troy," based on the Homeric legend of the fabled beauty; "A Star Is Born," returning Judy Garland to the screen after a two-year absence, and co-starring James Mason; "Lucky Me," musical starring Doris Day, Phil Silvers and big cast; "Rear Guard," starring Guy Madison; the world-renowned stage hit, "Mr. Roberts"; John Steinbeck's current best-selling novel, "East Of Eden", produced and directed by Elia Kazan, and "Giant", the Ferber novel.

"Movietime," Research On COMPO Agenda

NEW YORK—COMPO's executive board is expected to consider a new "Movietime, U.S.A." campaign and the authorization of an industry research program at its mid-September session. This was forecast by statements made by Robert J. O'Donnell, Interstate general manager and Variety Clubs International representative on the COMPO executive committee, at a Hollywood meeting of the MPIC.

The initial "Movietime" tours by Hollywood personalities are credited with reviving interest in the industry and paying off at the boxoffice. They are jointly financed to the tune of about \$2,000,000 by distribution and exhibition, and 225 Hollywood personalities made an estimated 8,000 appearances all over the nation.

O'Donnell also hoped for the speedy establishment of an industry research program, saying such a move would help iron out the bugs in the new techniques. Both proposals require COMPO board action.

A. H. Fischer With RKO

NEW YORK—Charles Boasberg, RKO general sales manager, announced last week that Sidney Kramer, RKO short subjects sales manager, had added to his staff A. H. Fischer, to work as Kramer's special representative in the short subject and 16mm. departments.

Fischer for the past seven years has been district manager for Republic in the mid-west area, and previously was in key sales capacities with UA, MGM, and Warners.

TESMA – TOA Forum Set For Convention

NEW YORK—Final arrangements for one of the most important round-table forums in the history of the motion picture industry were made last week at a meeting between a special TESMA committee and officials of TOA.

This combined TESMA-TOA theatre equipment and new processes forum will take place Nov. 4 in the Conrad Hilton Hotel, Chicago, where TOA, TESMA, and TEDA will be holding their respective annual conventions tied in with a combined trade show. All but four out of 144 booths have been sold.

According to present plans as worked out by the two committees, the forum will begin immediately after the convention luncheons, and represented on the panel will be experts on every phase of theatre exhibition, with emphasis on the new processes and dimensions.

The forum will be open to all of the industry who want to attend or to participate, so that, as far as possible, the existing confusion may be cleared and maximum benefits may be attained by all exhibitors.

Bloom Heads TOA Concessions

NEW YORK—Alfred Starr, president, Theatre Owners of America, last week announced the appointment of Abe Bloom as chairman, TOA Concessions Committee, to fill the unexpired term of Leon J. Levenson, who died suddenly last month.

Bloom is head of concessions for Bala-ban and Katz Corporation, Chicago, Ill.

PEOPLE

ROCHESTER, N. Y.—Two appointments at Eastman Kodak Company's Kodak Park works were announced last week by Ivar N. Hultman, vice-president and general manager of the plant. Davis S. Greenlaw becomes assistant director of the color technology division, and George H. Rieg was appointed assistant superintendent of the Kodacolor processing division.

NEW YORK—Leonard Spinrad announced last week the completion of his assignment as press relations consultant to the 3-D glasses division of Polaroid Corporation, Cambridge, Mass. Spinrad, a consultant on motion picture business matters, and publisher of the weekly Motion Picture Newsletter, served as liaison for Polaroid with the major film companies and publications in New York and established the Polaroid 3-D News.

NEW YORK—Meade Brunet, vice-president, RCA and managing director, RCA International division, announced last week the appointment of Emil A. Mesics as director of personnel.

NEW YORK—L. D. Netter, Jr., general sales manager, Altec Service Corporation, left for the coast last week to attend a series of company conferences with west coast Altec executives including H. M. Bessey, Altec executive vice-president; D. C. Collins, vice-president, and E. O. Wilschke, operating manager.

Konecuff

(Continued from page 8)

hard-hitting promotion campaign. We intend to continue, as in the past six months, to allocate the lion's share of our budget to cooperative point-of-sales campaigns, which, we are convinced, pay off best for the exhibitor at the boxoffice."

He outlined a plan to establish field exploitation offices in each of the company's five division areas and promised that releases would be supported by advertising, trailers, and all the other accessories.

Exhibitor William Brandt, who recently returned from a trip abroad and an inspection of the Italian production scene, was the guest speaker, and he related some of the forthcoming competition from fine Italian films he saw. He also reported playing some of the IFE product and was more than pleased with the results.

A message from Dr. Renato Gualino, president, was read, and introduced to the assemblage were E. R. Zorgniotti, executive vice-president; Bernard Lewis, promotion manager; Fred Goldberg, publicity manager, and Phil Levine and Dr. Leandro Forno, who handle sales and publicity for the Italian-American film program. Also on the program was a film showing clips from some of the company's product. Seymour Schussel, eastern division manager and assistant to Jacon, was master of ceremonies.

Among those present were exhibitors: Harry Brandt, William Brandt, Martin Levine, Dan Triester, Bob Sherman, Sam Goodman, Gene Picker, Marty Wurtsburg, Jack Hattam, Paul Behrke, George Trilling, Bernie Meyerson, Dave Weinstock, Ben

Weinstock, Sam Rinzler, Jack Birnbaum, Irving Kaplan, Manny Frisch, Jesse Chinnick, Clem Perry, Norman Elson, Larry Morris, Jack Harris, Arthur Waykoff, Morty Lightstone, Ernest Emerling, Matty Polon, Ed Hyman, Al Sicignano, Bernard Levy, Leonard Goldenson, Joe Becker, Jules Liggett, Seymour Florin, Nat Moll, Roy Olson, Joe Ingber, Lou Wolff, Dick Brandt, Harry Goldstein, Jack Gelber, Maury Miller, Walter Reade, Jr., Julius Jolson, Harold Klein, Joe Ornstein, Leon Rosenblatt, Sam Einhorn, Nat Harris, Irving Renner, Archie Berrish, Wilbur Snaper, Lou Fischler, Leo Brecker, Walter Brecker, Harold Spiro, Plato Skouras, Sol Strausberg, and George Schwartz.

Trade Press: Sherry Kane, Fred Hift, Sumner Smith, Chester Friedman, Jack Harrison, Irving Hoffman, Mort Sunshine, Leonard Coulter, Al Picoult, Tom Kennedy, Martin Quigley, Sr., Chick Lewis, Chet Bahn, and Mel Konecuff.

PRODUCTION NOTES: John Huston, writer, director and producer of note, made a brief stopover for conferences with United Artist officials on his forthcoming release, "Beat The Devil", and talked to ye press at the 21 Club in between conferences.

His future schedule includes a film to be made with Humphrey Bogart in the Orient in color by Technicolor, based on an unnamed Kipling story. This will be made in conjunction with Moulin Productions and may get under way in February with himself as writer, director and co-producer. It's budget will be about two million.

If something should come up to delay this, then he will make "Matador" in Spain with Jose Ferrer in the lead, also with Moulin Productions putting up the money. This is supposed to be a realistic yarn about bull fighting, and is budgeted at under two million. The winter of next year will see him getting under way with "Moby Dick", which will star Gregory Peck and will probably be filmed in Hollywood with Huston doing the scripting. It will be released by Warners with the latter surrendering their rights to the title and property upon that stipulation.

He expected that all of his future films would be filmed to allow for their projection on wide screens and the use of stereophonic sound wherever possible. He didn't show much enthusiasm for CinemaScope or WarnerSuperScope, claiming that the extra yard of screen was not worth the sacrifice that had to be made, such as giving up close-ups, etc. He did agree though, that if the public really desired it, he would go along with their wishes.

As far as 3-D is concerned, Huston didn't think that this was at all dead, and he thinks the medium is great for certain subjects. Eventually, he would like to do a film in 3-D, but at the moment his schedule is strictly a 2-D one.

Touching on the production code, he thought that it was necessary and needed for it has saved us from various and numerous censorship efforts which would limit the industry on all kinds of levels. He thinks it has been exercised with taste and discrimination, and he has no complaints as far as his films are concerned.

Huston claimed that shooting pictures abroad and on location was authentic and

desirable, but he doubted whether it was more economical with certain exceptions. Also he thought that there were more headaches with labor abroad because they lack proper equipment to work with as well as the routine training to be found in the U. S.

He expected that he will probably continue to release future films through UA although final decisions have yet to be made. His "Beat The Devil", which will probably be released about the end of October, is in black and white, and cost about \$1,800,000 to make. It stars Humphrey Bogart, Jennifer Jones, and Gina Lollobrigida, and was shot in Italy and London. He classified it as a light comedy not to be taken seriously, but, of course, this does not refer to exhibitors. He took off for London the next day to complete the editing on the film.

SPOT DEPARTMENT: The other afternoon we were invited to the first tea-and-crumpet premiere in history when the Warner release, "The Beggar's Opera", was scheduled to open at the Baronet, a Walter Reade establishment. Donning our gayest monocle, we showed up for a spot of ye olde tea. Awaiting the crowd of socialites and others who have a craving for the stuff was an artificial green lawn put down on the sidewalk, tables, chairs, and photographers, as well as a goodly supply of crumpets.

In case you good people are wondering what a crumpet is, it is two-and-a-half inches in diameter and three-eighths of an inch thick, and is lightly baked. It's soft going down and sorta just lays there when it reaches bottom with plenty of tea needed for saturation. When the idea first occurred to someone at Warners for the unique stunt, a search was started and it was revealed that there has been nary a crumpet on the eastern seaboard in the last twenty years. Finally a Scotsman was unearthed who had a recipe for the things, and he turned it over to a bakery with instructions that a good crumpet takes four days to make.

It tasted like it.

The comments of the nobility and the commoners were recorded for posterity by some gal with a microphone, and after everyone had their fill of the stuff, tea and crumpets only, it was on with the show.

THE METROPOLITAN SCENE: Russell Downing, president, Radio City Music Hall, played host at a special screening of "Roman Holiday" and a cocktail reception in honor of Audrey Hepburn, one of the stars of the film, in the theatre's studio apartment. Present were industry executives, newspapermen and prominent celebrities. 'Twas a bueno affair. . . . The Aug. 31 issue of Newsweek had quite a layout on the Italian film industry and the impact made by its films and stars. It's fine public relations engineered by the IFE staff under V.P. Jonas Rosenfield. . . . The Roxy is planning to welcome 100,000 boy and girl scouts during the engagement of "Mr. Scoutmaster", via special rate tickets of admission. Opening day was to see a tent and all the trimmings set up in the lobby of the theatre with live scouts in attendance. . . . That "War Of The Worlds" exploitation tieup between Paramount and Archer Plastics is going great guns.

Teen-Age Vandalism Forces Avaloe Closing

CHICAGO—Due to an unprecedented wave of teen-age vandalism which attracted the attention of authorities and made the front page of the Chicago American, the neighborhood Avaloe, owned by Mr. and Mrs. Isaac Brotman, was forced to close.

The young hoodlum gangs, boys and girls both, cut the theatre seats to ribbons and ruined the screen. Other businesses on Chicago's Northwest Side have also complained to police.

Strike Threat Seen In Contract Battle

NEW YORK—Metropolitan film exchanges were faced with a new strike threat last week as negotiations for a new agreement between distributors and the Home Office Employees Union, Local H-63, IATSE, broke down.

Richard F. Walsh, IATSE president, is considering a request by Local H-63 for permission to strike against the exchanges. If Walsh fails to get the exchanges to agree on an offer acceptable to the union, he will give the local the green light to strike. Further talks were called off last week when an agreement could not be reached on a union demand to reduce the work week from 40 hours to 37½ hours per week and increase wages an average of \$5 per week. The company is believed to have agreed to make some concessions on wages, but not on hours. Despite the fact that Joseph D. Basson, special IATSE representative, had been brought into the negotiations in an effort to reach an accord, no headway could be made.

Film Exchange Employees Union, Local B-51, speaking for back room employes in the Metropolitan territory, is expected to follow Local H-63's lead should its discussions with exchanges also result in a deadlock. Negotiations between back room workers and the distributors were not progressing well at last reports.

International Scene

(Continued from page 16)

Film Board, Sidney Newman, producer of remote telecasts, has resigned. . . . Twenty-six half-hour color subjects starring Lassie, MGM dog star, and 10-year-old Tommy Rettig, will be shot near Calgary for Robert Maxwell and Associates, Los Angeles and All-Canada Radio Facilities Limited. . . . Associated British Pathe's Tony Morris, overseas sales manager, was in Toronto for a visit. . . . Roly Michener, one of the founders of the Canadian Film Awards, was elected to a seat in the Federal Parliament. . . . Theatres played clips showing something of the lives of the leaders of the political parties running in the Federal Election. . . . Gordon Wells, formerly with Odeon's booking department, has been named service manager, Adfilms Limited, Toronto.

—HARRY ALLEN, JR.

This Was The Week When . . .

James R. Grainger, president, RKO, held conferences in Hollywood with Howard Hughes, C. J. Tevlin, vice-president in charge of studio operations and other executives, culminating a successful tour begun by Grainger when he visited Chicago, Denver and San Francisco, and met with sales, branch managers, and exhibitors. . . . Joe Louis flew into New York for conferences with UA vice-president Max Youngstein, the company's ad and publicity executives and producer Stirling Silliphant on exploitation plans for "The Joe Louis Story" in early key-city openings of the film. . . . Edward L. Walton, executive assistant to RKO President J. R. Grainger, and Nat Levy, eastern division sales manager, returned from San Francisco, following a cross-country tour in which they attended meetings with exhibitors, branch and sales managers.

20th-Fox announced that the greatest exhibitors' campaign manual in the company's history was being prepared for "The Robe" and will be off the presses early in October. The company also announced a tie-up with Collier's magazine's star merchandising program, which will bring credits for the CinemaScope picture before millions through a page and a half four-color ad in the Oct. 16 issue of the publication, plus a host of store and newspaper accessories and mats.

Cecil B. DeMille, long recognized at Paramount and elsewhere as "Mr. Hollywood", signed a contract to write his autobiography, and Prentice-Hall, New York publishers, anticipated that it will be the most important book ever to come out of Hollywood. . . . Alfred Palca arranged that his feature, "Go, Man, Go!", screen biography of the Harlem Globe Trotters, will be plugged at every game the famed basketball team plays in this country and abroad through special announcements at the start of each contest and banners strung around the various arenas, as well as radio and TV plugs. . . . Geraldine Brooks, who stars with Anna Magnani in UA's "Volcano", returned to New York from a three-month European tour, during which she was one of the American representatives at the International Film Festival, Cannes, France.

The largest merchandising-window campaign in the history of motion pictures was moving forward for 20th-Fox's "The Robe", with 15 leading department, specialty, jewelry and book stores, travel bureaus and air lines in New York having already programmed a total of 35 window displays on the first CinemaScope production, which has its world premiere at the Roxy on Sept. 16. . . . Edwin J. Smith, Jr., RKO assistant foreign sales manager, departed for Sydney, Australia. . . . Michael J. Moodabe, OBE, Governing Director, Amalgamated Theatres, Ltd., New Zealand, announced that negotiations had been completed with President Spyros P. Skouras, 20th-Fox, to install CinemaScope in the more than 60 theatres of the circuit.

Reagan Promises MGM Help For "Distressed" Local Exhibitors

NEW YORK—Charles M. Reagan, MGM general manager of sales and distribution, advised the heads of exhibitor organizations last fortnight that his company will offer "all possible aid to distressed theatres," particularly the only house in a town or community. He asked association heads to have such theatres contact their local Loew's branch managers.

Reagan expressed the fear that some communities may be deprived of motion picture entertainment because of the veto of the tax repeal bill, and asserted, "We believe that motion picture theatres are an important avenue of communication to the government and that amusement is a vital necessity to the public during these uncertain times. We want to keep them open if possible, particularly the only theatre in a town.

"We know that their closing will injure, if not destroy in some cases, many years of hard work and effort exhibitors have put in to give the people of their community a place to see motion picture entertainment, and we feel it is our duty to aid to prevent that happening even at a sacrifice to ourselves in our none too easy problem of keeping our own books balanced and still furnish good entertainment and relaxation to the American public."

Alfred Starr, TOA president, replied to Reagan's letter, calling MGM's policy "far-sighted and unselfish, and one which is bound to be beneficial to the entire industry." Starr expressed the hope that all distributors will follow the example set by MGM and "reiterate in plain language their intention to do their part in saving the distressed theatres."

Starr continued that the MGM attitude underlines a point exhibitors have made for many years, that it is impossible to blanket all theatres under a national sales policy. The TOA head said that if Reagan's letter is an indication that MGM realizes this, "it is indeed a welcome message."

The reply further stated, "It would be a godsend to our industry if all distributors would notify their branch managers to take care of the distressed situations without the prolonged delay of submitting the facts to New York. The branch manager is familiar with these situations and he should be delegated the authority to act, and to act quickly."

MGM's offer also drew commendation from Wilbur Snaper, president, National Allied. Snaper commented, "I think Reagan's letter will be most appreciated. The sincere tone of the letter is most welcome at a period when encouragement is needed."

Miscellaneous

In the Newsreels

IN ALL FIVE:

San Francisco: Yank POW's home from Korea.

IN ADDITION TO THE ABOVE:

MOVIE-TONE NEWS (Vol. 36, No. 70) Iran: Coup and counter-coup. Washington State Reformatory: Riot. Korea: Red Cross teams check Korea PW's at Panmunjom. Greece: People dig out of quake ruins. Australia: Skiers make like birds. Los Angeles, Cal.: Rodeo.

NEWS OF THE DAY (Vol. XXV, No. 200) Iran: Coup and counter-coup. Washington State Reformatory: Riot. Germany: U. S. airlift for kids. London: Churchill attends first cabinet meeting since his ordered rest. Italy: Fashions on parade at Florence. England: Town criers' contest at Hastings.

PARAMOUNT NEWS (No. 3) Brooklyn, N. Y.: 13 hours on a ledge. Columbus, Ohio: The caddy has his day. Iran: Coup and counter-coup. Los Angeles, Cal.: Rodeo.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 494) Washington State Reformatory: Riot. Denver, Colo.: Stassen reports to President on foreign aid. Germany: U. S. airlift for kids. Denmark: Seeing-eye dogs. California: Housewife raises skunks. Santa Ana, Cal.: Girls ride ostriches. Chicago: Native Dancer wins derby. Los Angeles, Cal.: Rodeo.

WARNER PATHE NEWS (Vol. 25, No. 5) Iran: Coup and counter-coup. Korea: Red Cross teams check Korea PW's at Panmunjom. England: Sanders home in London. Brooklyn, N. Y.: 13 hours on a ledge. Chicago: Native Dancer wins derby. Brookline, Mass.: National doubles championships. Los Angeles: Rodeo.

TELENEWS DIGEST (Vol. 7, No. 35-A) Iran: Coup and counter-coup. San Francisco, Cal.: Yank POW's home from Korea. England: Sanders home in London. England: Churchill attends first cabinet meeting since his ordered rest. Brookline, Mass.: National doubles championships.

IN ALL FIVE:

New York City: President Eisenhower dedicates housing project.

IN ADDITION TO THE ABOVE:

MOVIE-TONE NEWS (Vol. 36, No. 69) Iran: Mossadegh ousted by Shah's forces in coup. New York City: Stevenson back from world tour. Japan: General Van Fleet in Tokyo taking aid to Korea. Greece: Aid for victims of earthquake. Germany: Tandem bicycle racing at Cologne. Silver Springs, Fla.: Aquatic art.

NEWS OF THE DAY (Vol. XXIV, No. 303) Iran: Mossadegh ousted by Shah's forces in coup. New York City: Stevenson back from world tour. Morocco: France exiles Sultan. Greece: Aid for victims of earthquake. South Korea: Independence day. Long Beach, Cal.: Water ski stars warm up.

PARAMOUNT NEWS (No. 2) Iran: Mossadegh ousted by Shah's forces in coup. Morocco: France exiles Sultan. Greece: Aid for victims of earthquake. New York City: Back to school fashions. Long Beach, Cal.: Water ski stars warm up.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 493) New York City: Stevenson back from world tour. Austria: Reds free

Texas COMPO Plans Reorganizing And Intensive Program, Rorex Says

3-D, Wide-Screen Guide To Be Ready Sept. 10

NEW YORK—It was announced last week that a guide for anyone interested in the new methods of motion picture production and projection, including 3-D, wide screen and stereophonic sound, will be found in "New Screen Techniques", to be published by Quigley Publishing Company on Sept. 10.

The volume is said to be a compilation of 28 articles by the men responsible for the development or promotion of each of the principal methods now coming into general use.

Briton Edgar Sanders. Boston, Mass.: Ted Williams at "Jimmy Fund" dinner. California: Lady bug harvest. California: Logging rodeo. Silver Springs, Fla.: Aquatic art. Washington: Salmon derby. Long Beach, Cal.: Water ski stars warm up.

WARNER PATHE NEWS (Vol. 25, No. 4) New York City: Lodge vs. Vishinsky in UN. New York City: Stevenson back from world tour. Iran: Mossadegh ousted by Shah's forces in coup. Austria: Reds free Briton Edgar Sanders. Greece: Aid for victims of earthquake. Indo-China: French abandon Nasan airport. Morocco: France exiles Sultan. Long Beach, Cal.: Water ski stars warm up. Football: Rams stampepe Redskins, 20-7.

TELENEWS DIGEST (Vol. 7, No. 34-B) New York City: President Eisenhower dedicates housing project. Morocco: France exiles Sultan. France: Pigeon packs during strike. Switzerland: Tensing Norkay. Everett climber, sees Swiss Alps. New York City: Stevenson back from world tour. Long Beach, Cal.: Water ski stars warm up.

NATIONAL LEGION OF DECENCY

Aug. 27, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Bandits Of The West" (Rep.); "The Caddy" (Para.); "Conquest Of Cochise" (Col.); "Down Laredo Way" (Rep.); "The Golden Blade" (U-I); "Sky Commando" (Col.); "Terror On A Train" (MGM); UNOBJECTIONABLE FOR ADULTS: "The Beggar's Opera" (WB); "Devil's Canyon" (RKO); "The Maze" (AA); "No Escape" (UA); "Sailor Of The King" (20th-Fox); OBJECTIONABLE IN PART: "Strange Deception" (Italian) (Casino); CONDEMNED: "Seven Deadly Sins" (French and Italian) (Arlan).

Halperin Upped By SW

CHICAGO—Harry M. Kalmine, vice-president, Stanley Warner Theatres, announced the appointment last week of the popular veteran film buyer, Alex Halperin, to be the zone manager of Midwest Theatres, comprising Wisconsin, Illinois, Oklahoma City, and Memphis, Tenn. Halperin who has been film buyer for that zone, succeeds Al Kvoool, who recently resigned.

DALLAS—Less than a week after Kyle Rorex, executive director, Texas COMPO, announced that the organization would be forced to fold because of a depletion of funds, it was announced that the group would meet yesterday (Sept. 1) to discuss reorganization with a long range intensified program. The decision was reached, Rorex stated, following a telephone discussion with Robert J. O'Donnell, executive chairman, who is in California, and after talks with a majority of executive board members.

Exhibitors throughout the state were shocked at early reports of the organization's closing, and immediately began filing protests against the action, declaring that the organization renders an invaluable service to the industry.

Regarding the latest move, O'Donnell said, "Both the Texas and national COMPO should, if possible and practical, continue, but on an even broader and more all-inclusive scale than ever existed before. Meanwhile, normal operations will continue."

IA Members Visit Will Rogers Hospital

SARANAC LAKE, N. Y.—Approximately 150 members of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada came here last week from 14 states for a day of visiting and inspecting the hospital's facilities.

Termed "IA Union Day", this marked the first time that local-union delegates had an opportunity to see for themselves how their contributions to the Will Rogers Memorial Fund are used and the first time that the hospital, newly decorated and equipped with a new research laboratory, has played host to a large group of visitors.

A feature of the visit was the dedication of a hospital room in memory of Thomas J. Shea, assistant international president, who died at the institution early this year after a long illness.

Richard F. Walsh, president, IATSE, who is also a vice-president of Variety Clubs-Will Rogers Memorial Hospital, was host at a luncheon, where the guests were welcomed by Abe Montague, the hospital's president, and other officials.

50-Mile TV Fight Blackout

NEW YORK—According to an agreement reached last fortnight by Theatre Network Television and the International Boxing Club, the New York area to be blacked out for the Marciano-LaStarza heavyweight championship theatre telecast on Sept. 24 will be limited to a 50-mile radius from Times Square.

Rudich Joins UA Publicists

NEW YORK—Francis M. Winikus, national director of advertising, publicity, and exploitation, announced last week the appointment of Nat Rudich to United Artists' publicity department to handle radio and television.

The Editor Speaks

A HOLLYWOOD theatre demonstration was recently held by the Nord Extended Area Company, heralding their single film 3-D projection system.



PAUL MANNING

A company spokesman claimed a distinct number of technical advantages for this system as against the current types of 3-D theatre projection. At the same time the approximate \$1,500 cost of complete Nord equipment, including new screen, seemingly brings this into the realm of possibility for thousands of independent exhibitors awed into immobility by the technical complexities and high costs of currently available 3-D projection systems.

We do not beat the drum for this, or any other system; but merely report. The singular fact that attempts are being made to simplify 3-D projection process without any important loss of quality, is reason enough to lend a willing ear and open mind.

THE Nord demonstration, even though rather limited in variety of films projected, did produce a picture on the screen of acceptable quality. If the film producers availing themselves of this new system, will come up with WORTH-WHILE pictures, it is my opinion that the picture, technically, would be acceptable to that portion of the public which have already accepted 3-D.

THE big nut for the Nord people to crack—is that of getting enough producers lined up, thereby assuring exhibitors installing this equipment sufficient product to make the investment a profitable one. I would also suggest that these picture producers be reputable film men; and not fly-by-night opportunists, who have been responsible for scuttling many a promising ship.

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 6, No. 9

September 2, 1953

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

MGM's

"THE BAND WAGON"

starring

FRED ASTAIRE, CYD CHARISSE, OSCAR LEVANT,
NANETTE FABRAY, JACK BUCHANAN.

with

JAMES MITCHELL

Produced by Arthur Freed. Directed by Vincente Minnelli.
Story and screen play by Betty Comden and Adolph Green. Songs by Howard Dietz
and Arthur Schwartz. Color by Technicolor.

MGM's

"LATIN LOVERS"

starring

LANA TURNER, RICARDO MONTALBAN, JOHN LEND,
LOUIS CALHERN.

with

JEAN HAGEN and EDUARD FRANZ

Produced by Joe Pasternack. Directed by Mervyn LeRoy.
Screen play by Isobel Lennart. Color by Technicolor.

WARNER's

"ISLAND IN THE SKY"

starring

JOHN WAYNE

with

LLOYD NOLAN, WALTER ABEL, JAMES ARNESS, ANDY DEVINE,
ALLYN JOSLYN, JAMES LYDON

A Wayne-Fellows production. Directed by William A. Wellman.
Screen play by Ernest K. Gann, from his novel of the same title.

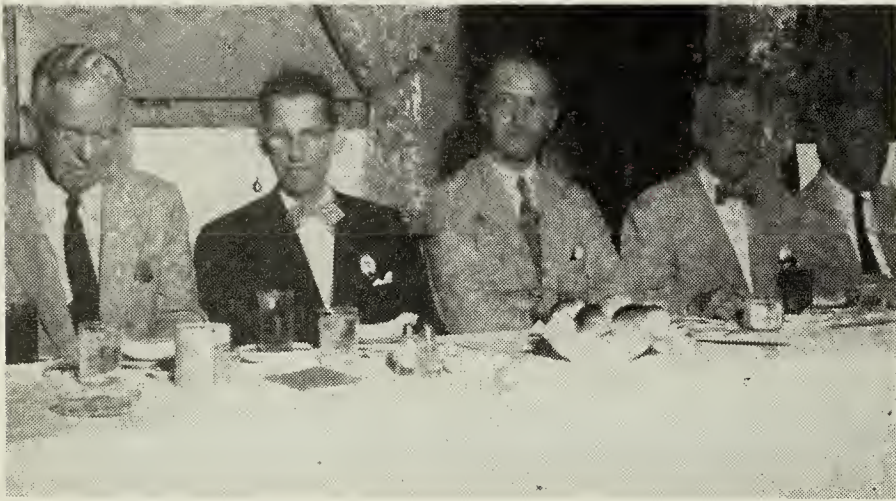
20th-Fox's "Sailor" Has Its Bow In Richmond, Va.

GENERAL of the Army George C. Marshall, producer Frank McCarthy, and star Jeffrey Hunter headed a delegation of civic, diplomatic, and military notables to the Byrd, Richmond, Va., for the American premiere of 20th-Fox's "Sailor Of The King."

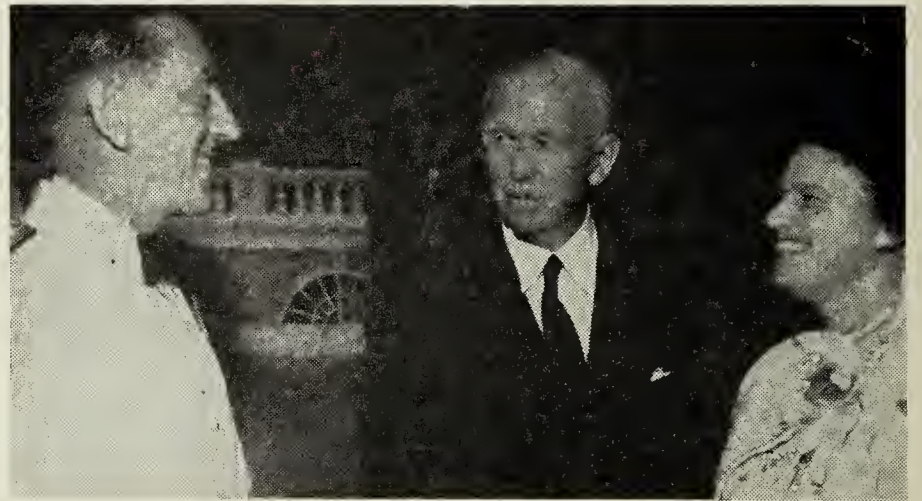
The gala event, designated a charity performance with all proceeds going to the Sheltering Arms Hospital, drew thousands of persons to the theatre to catch a glimpse of the many celebrities. The entire event was broadcast and telecast from the front of the theatre to residents of Virginia. Debutantes and subdebs acted as hostesses.

The premiere climaxed five days of city and state celebrations heralding "Sailor Of The King", produced by McCarthy, one of Richmond's native sons. Following his arrival with Hunter, starring in the film, his crowded schedule included a visit to the state capitol; an appearance at City Hall, where he and Hunter received the keys to the city, an honor bestowed previously to only the Lord Mayor of Richmond, England; radio and television interviews; press and exhibitor luncheons; an autograph party; a Rotary luncheon, and a tour of the city and McCarthy's old haunts accompanied by photographers and reporters.

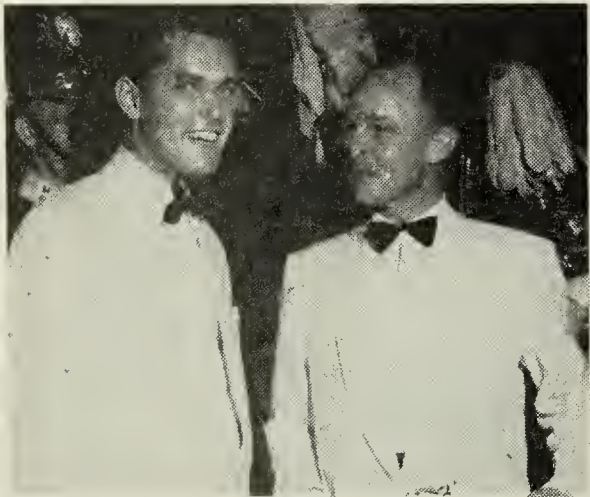
After the Richmond premiere, the two Hollywood personalities embarked on a six-city tour of Virginia to publicize the screen adaptation of the C. S. Forester novel. They visited Williamsburg, Lynchburg, Roanoke, Lexington, Harrisonburg, and Winchester, accompanied by Hal Marshall, 20th-Fox exploitation representative. In Lexington, they visited with General William Milton, Jr., Superintendent, Virginia Military Institute. The junket served to make many friends for the industry, and got "Sailor Of The King" off to a flying start in this country as the result of the publicity breaking the national wires and syndicates.



Among the distinguished guests paying tribute to Frank McCarthy, producer of 20th-Fox's "Sailor of the King," at a combined Rotary-Kiwanis luncheon prior to the American premiere at the Byrd, Richmond, Va., are General of the Army George C. Marshall, left; Robert H. Scott, British Minister, third from left, and Major General W. H. Milton, Jr., VMI superintendent.



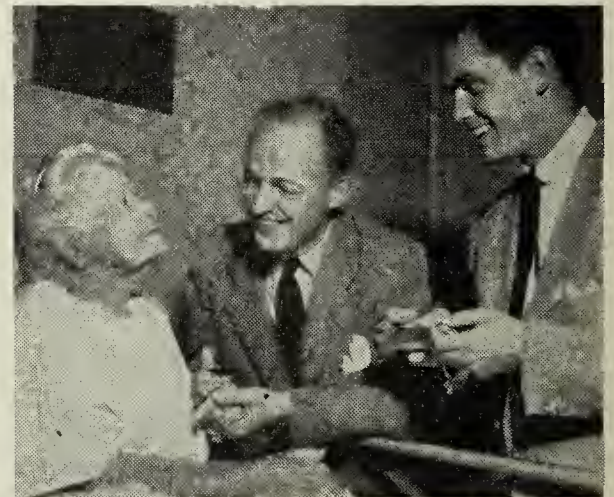
Also held prior to the American premiere of the 20th-Fox adventure film was a Rotunda Club dinner, and seen, left to right, are Vice-Admiral Sir William Andrews, General Marshall, and Mrs. Walter T. Williams, Jr., chairman of the women's board, Sheltering Arms Hospital. The hospital received all proceeds from the big, gala opening which drew thousands.



Producer McCarthy and Jeffrey Hunter, starring in the film, arrive at the Byrd for the premiere.



Hunter and McCarthy are honored at a press luncheon at Miller and Rhoads Department Store.



Hunter and McCarthy visit 95-year-old patient Mrs. Emily Lowry at Sheltering Arms Hospital.



Hunter and McCarthy participate in a television interview with Johnny Shand, WTVR, Richmond, the day before the bow of "Sailor of the King."



The combined Rotary-Kiwanis luncheon welcomed McCarthy, a native son of Richmond, and Hunter to the premiere site prior to the gay opening.

Henry Koster Helps Make The Country "Robe" Conscious

Twentieth Century-Fox's meticulous preparation in bringing Lloyd C. Douglas' celebrated novel, "The Robe", to the motion picture screen in CinemaScope is being carried forward publicitywise in an equally impressive fashion. The campaign, in high gear for many months, has seen many of the participants to the creation of the first CinemaScope production in the public's eye through personal appearances, newspaper, and magazine interviews and television and radio events.

The latest personality to participate in the advance campaign for the multi-million-dollar Biblical spectacle is Henry Koster, who directed the picture for producer Frank Ross. Koster, who has

mentored such outstanding films as "Come To The Stable" and "My Cousin Rachel", has established an enviable record for production savvy. His acumen in the realm of publicity is equally notable.

Arriving from Hollywood in New York with his actress-wife, Peggy Moran, Koster added several pages to his splendid public relations record by engaging in an intensive schedule of activities for the picture, world premiering at New York's Roxy on Sept. 16. His brief visit, enroute to Europe, was punctuated with appearances on key radio programs, including "Time Capsule", and the Maggi McNellis and Bill Leonard shows, as well as interviews with the press.

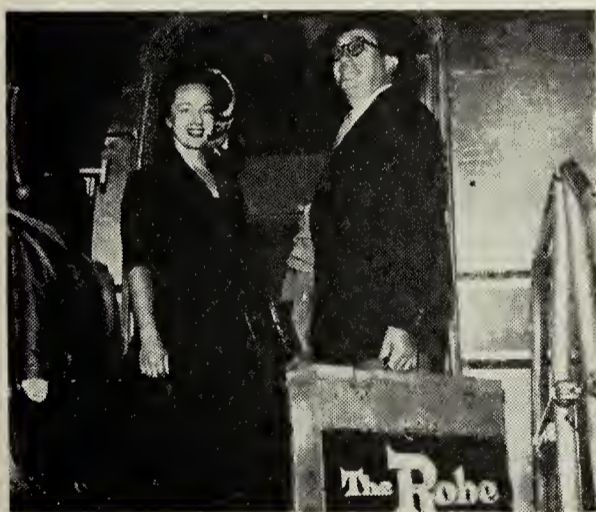
At a luncheon press conference for the trade and metropolitan press, Koster related how he directed "The Robe" and the many new techniques evolved in making the picture in the new photographic dimension medium. This interesting material was further translated and disseminated at a breakfast with foreign language newspaper editors; feature writers and columnists for Jewish, French, Spanish, Italian, Polish, and other metropolitan publications. The director also passed along the information about his trip to Europe, which will see him visiting England, France, and Germany, and include a lecture on CinemaScope at the University of Berlin.



Henry Koster, right, chats on the set of "The Robe," with Philip Dunne, writer, and Frank Ross, producer of the first CinemaScope feature film.



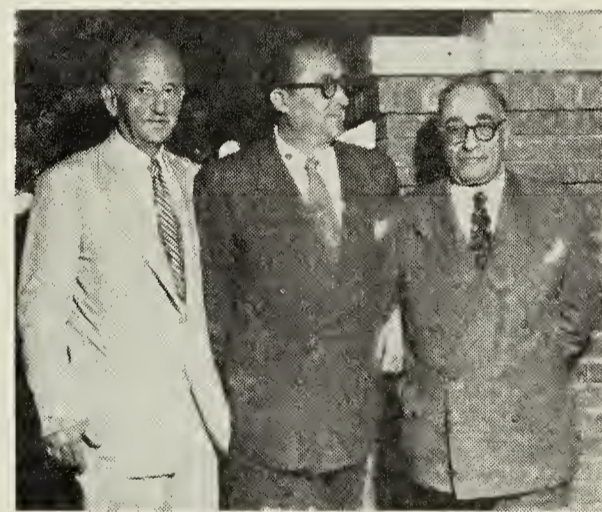
Koster describes CinemaScope filming techniques to writers for Jewish, Polish, Hungarian, Ukrainian, German, French, and other foreign papers.



Henry Koster, director of the first CinemaScope production, 20th-Fox's "The Robe," arrives with his wife in New York from Hollywood.



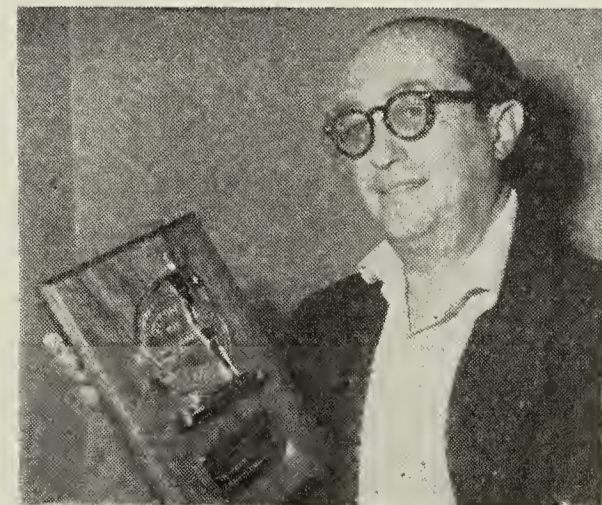
Koster meets the trade press in New York to discuss "The Robe," and seen, left to right, are EXHIBITOR's Mel Konecuff, Al Picoult, Bill Specht.



Noted, left to right, are Sigmund Gottlober, executive director, foreign language film critics' circle; Koster, and Dr. M. George, The Aufbau.

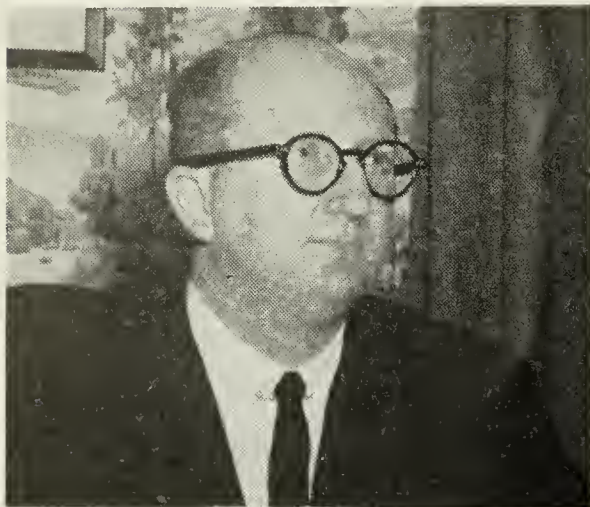


Richard Burton and Jean Simmons, stars of "The Robe," are seen in a highly dramatic scene from the CinemaScope feature in color by Technicolor, adapted from Lloyd C. Douglas' best-seller.



Koster poses with EXHIBITOR's Laurel Award for his direction of "Stars and Stripes Forever."

Meet Mr. Vistarama



CARL DUDLEY

CARL DUDLEY is a biographer's dream. His life is a rare example of the potentialities of hard work and courage, and his success proves that the Horatio Alger legend is crystallized by fact periodically in our town.

DUDLEY HAS, for many years, been making his presence known in the motion picture industry. Today he is rising in stature because of his most recent project—Vistarama.

VISTARAMA is offering wide screen to motion picture makers at practical costs, and under Dudley's guidance it will soon be available to amateur camera enthusiasts in the 16mm. and 8mm. field, thus bringing the wide screen to home motion picture screens.

THE DUDLEY PROCESS is an anamorphic "squeeze" lens, which compresses a photographic image on a standard 35mm. negative. When "unsqueezed," this blows up to an aspect ratio of 1 to 2.66.

THE STORY behind Carl Dudley begins when he was playing the saxophone in a collegiate band back in the mid-west. One afternoon, he went to a movie to kill time. The picture was "Mutiny On The Bounty." It was the first time Dudley had ever seen the South Seas photographed. He was captivated.

THE NEXT DAY he pawned his sax, collected his earnings and headed for the South Pacific. He worked his way through the islands to Australia, where he became a camera operator, then he toured India and Spain before winding up in England where he was supposed to write scripts for Sir Alexander Korda. However, he returned to Hollywood (third-class) and stayed in New York long enough to write two songs. This netted him another \$50 and he got back to California with seventeen cents and an ebony elephant. His first job was writing shorts at Metro. He moved on to Warners and then branched out doing industrial films. His first office was a horsemeat market with three assistants.

TODAY, Carl Dudley is president of Dudley Pictures, Dudley Television and the Vistarama Corporation. He has camera crews in every corner of the world augmenting his color stock library of two million feet of film, in addition to the industry's first anamorphic stock library. Industrially, he shoots for Santa Fe, TransWorld Airlines, the American Association of Railroads, Southwest Public Service Company, American Steel Foundries, Shell Oil, etc. He is preparing three full-length features for regular theatre release, and his plans for the future are unlimited.

LAUREL AWARD MEMOS



Seen receiving their 1952-53 Laurel Award plaques from EXHIBITOR's Paul Manning are, left to right, Max Steiner, best composer; Ray Heindorf, best director; and Dimitri Tiomkin, a top three composer. It was obviously a happy event for all of them.

CORRECTION

With heads bent in shame may we call your attention to an error in EXHIBITOR Laurel Award edition.

In the Nat Holt Productions greetings a forthcoming Holt picture was listed as "Bad Men."

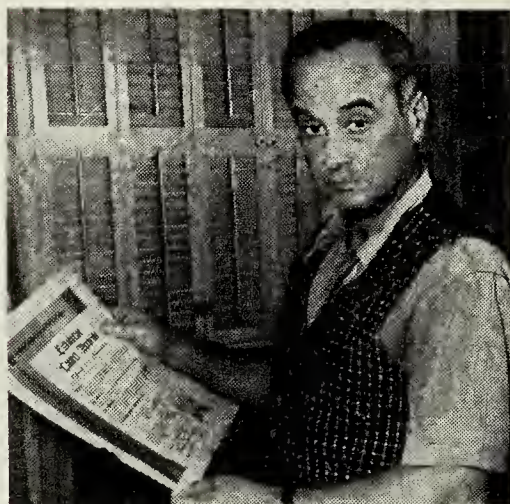
The correct title is, and always has been, "7 Bad Men."

Now that their number has been stated, we wish all "7 Bad Men" happy film trails!

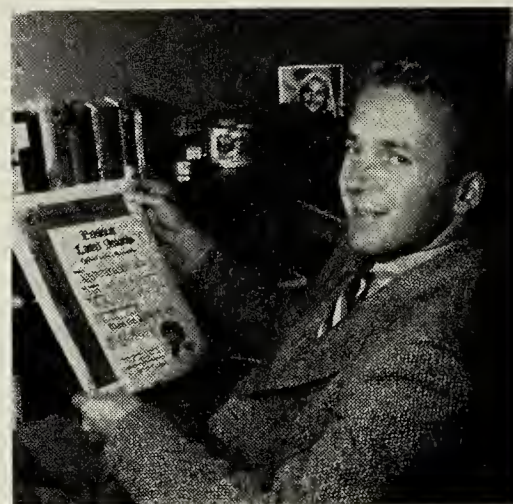
Okeh, Nat?

—P. M.

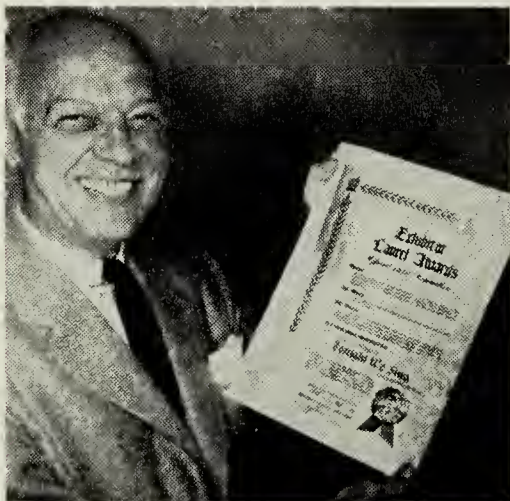
20th-Fox Entries for 1953-54 Laurels



Director John Negulesco for top flight direction of "Titanic." He has been a Laurel Awards winner in previous years.



A fast-rising newcomer in the producer ranks, Robert L. Jacks, who gave top drawer guidance to "Man on a Tightrope."



Director Mitchell Leisen, no stranger to the Laurel Awards, receives a Laurel nod for the musical "Tonight We Sing."



Producer Charles Brackett has two productions qualified for the coming Laurel Awards poll, "Niagara" and "Titanic."

NEWS OF THE

Territory

BRANCHES

Atlanta

T. Rogers has taken over the Rogers, Montgomery, Ala. . . . Jimmy H. Myers, formerly with National Screen Service, was killed outright and West Smith Baker, NSS, was critically injured in an auto collision at Loganville, Ga.

Fire did \$75,000 damage to the Nashville, Tenn., plant of Blevins Popcorn Company, largest supplier of theatre popcorn. The fact that the main plant was sealed and filled with gas for fumigation purposes prevented complete destruction.

Walter Titus, vice-president, Republic, New York, was in. . . . Don Hassler, office manager, Astor Pictures, with the wife, returned after a two week vacation. . . . Charlie King, Exhibitor Service, Jacksonville, Fla., was in. . . . Wometco Theatres, Miami, Fla., opened their new 400-car drive-in, The North Andrews, at Fort Lauderdale, Fla.

On the Row for a visit were O. C. Lam and son, Lam Amusement Company, Rome, Ga.; Ebb Duncan, theatres in Georgia; W. Welch, Dallas, Dallas, Ga.; J. S. Tankersley, theatres in north Georgia; Sidney Laird, Al-Dun Amusement Co., West Point, Ga., and Paul Engler, Famous, Birmingham, Ala.

LaRoy Gee, Dean, Butler, Ga., was in booking. . . . Nathan Ward, formerly with Wallace Film, is the proud father of a little girl. . . . Betty Lander, secretary, Monogram Southern Exchanges, was back at her desk after a visit with her boy friend at Columbus, Ga. . . . Rubin Joiner, Joiner Booking Service, was a proud grandfather. . . . Paul Engler, Famous Theatres, Birmingham, Ala.; Paul Gaston, Griffin, Ga.; R. M. Kennedy, theatres in Alabama; Frank Pierce and son Paul, Victory and Barbour Drive-In, Louisville, Ala., and J. W. Blackell, Linco, Lincolnton, Ga., all were on the road.

Doug Johnson, Republic booker, resigned to go with Lockheed Aircraft Company. . . . Joe Dumas, office manager, Republic, with the wife, was back after a trip to Hawkinsville, Ga. . . . Don Wenger, Pekin and Ritz, Montgomery, Ala., was in.

Herbert Wood, Sr., and Herbert, Jr., opened their new Marathon, Marathon, Fla., seating 450. . . . The Elba, Elba, Ala., closed for renovation. . . . D. C. Harrison, manager, Alamo, Newman, Ga., installed a large screen. . . . W. T. Friddel, owner, Moncks Corner, Moncks Corner, S. C., blames the shut down of his house on the 20 per cent federal admission and state taxes.

Charles F. Dearman, Jr., manager, Fox, Smithville, Tennessee, will reno-

vate. . . . J. W. McCraw, Mobile, Ala., purchased the interest of P. S. Broadus in the Rex, Prichard, Fla.

Locke Bolen, Jackson, Ala., owner, Grove Hill, will build a new 460-seat house there next year. . . . James E. Jarrell, owner of theatres in Commerce, Ga., began work on a new 400-seat drive-in for opening next spring.

Ben Jordan and Jimmy Campbell, sales representatives, Monogram Southern Exchanges, were in for a sales meeting. . . . Kermit, Jr., son of K. C. Stengel, executive vice-president, Crescent Amusement Company, Nashville, Tenn., was a runner-up in the recent U. S. Navy tennis tournament at Newport News, R. I.

Elaine Stewart, feminine star of "Take The High Ground," to play Loew's Grand, was in for her picture. . . . The Madison installed 3-D.

Jacksonville

Florida State Theatres Notes—President Leon D. Netter returned from a business trip to Miami. . . . Harry Botwick left for Chicago and Milwaukee. . . . Joe J. Deitch, booking department chief, was in New York, and Harvey Garland was pinchhitting for him here. . . . The FST accounting department was in the process of being removed to Atlanta, where it will be consolidated with the Wilby-Kincey circuit's accounting department. Both theatre chains are subsidiaries of Paramount. Among the employees expected to move to Atlanta were Mrs. Dot Overall, an accountant, and Henry L. Nielson, office manager.

Jeanne Cavanaugh has left her position as head cashier at Universal. . . . Fred Hull, MGM branch manager, was at the studios in Hollywood in connection with the film company's "See for Yourself" national campaign. . . . Herman Silverman, booking executive, Miami's Wometco Circuit, called at several booking offices.

A recent checkup revealed that Lee's Drive-In, a miniature outdoor theatre, with accommodations for only 140 cars, was the first drive-in in Florida to show 3-D. It is owned and operated by Bill Lee. . . . George Krevo's new assistant at the Palace is Tom Rawlings, formerly of Dallas, Tex. . . . Mrs. Bobbie Preacher was managing the Arcade during the temporary absence of Col. John Crovo.

The Florida and St. Johns were competing with first-run midnight bills on Saturday night. . . . A. J. Terranova, MGM booker, and Pat Tufano, MGM secretary, were both on vacation. . . . MGM's Sarah Keller was apartment hunting with her husband, recently out of the Navy. . . . Max Friedman, veteran local motion picture operator and brother of Pete Friedman, died of a heart attack.

Memphis

"Limelight," which was banned here, is now showing at the Sunset Drive-In, West Memphis, Ark. . . . Danny Thomas got a check for \$28,978 from his Big

Five Disk Jockey Show in Hollywood Bowl. The money goes to Danny's foundation for his proposed St. Jude's Children's Hospital, to be erected near here.

Bailey Prichard, branch manager, Allied Artists, attended a meeting in Chicago. . . . Billy South, Allied Artists shipper, suffered a "strep throat." . . . CinemaScope comes to Memphis at the Malco for the Dixie premiere Oct. 7 of "The Robe."

The winners of the "Main Street to Broadway" contest were selected at the Malco. Memphis' own Barbara Cason won first place over 13 other young contestants. Tied for second place were Cecil Scaife, Helena, Ark., representing Stuttgart, Ark., and Lynn Carruth, Fort Smith, Ark. All three won New York trips and auditions before actresses Katharine Cornell and Faye Emerson and producers Josh Logan, Lawrence Langer and Lester Cowan.

Film Row was glad to see John Lowrey, Lowrey, Russellville, Ark., back with his son Jack doing their booking. John has been at Johns Hopkins for several months with a severe eye ailment. . . . Paramount's contract clerk Betty Beckman was married to Jimmy Baker, who is a brother-in-law to Paramount's booking clerk, Fanny Baker. . . . Visitors were Mr. and Mrs. Henley Smith, Imperial and 64 Drive-In, Pocahontas and Russellville, Ark.; Mr. and Mrs. J. T. Hitt, Cozy and Plaza, Bentonville, Ark.; John Crabtree, Merlu, Clarendon, Ark.; A. B. Garret, Starlite Drive-In, Union City, Tenn.; Guy Amis, Princess, Strand and Laco Drive-In, Lexington, Tenn.; Mrs. J. C. Noble, Temple, Harlem and Anne Drive-In, Leland, Miss.; Joe Davis, Delta, Ruleville, Miss.; Bem Jackson, Roosevelt, Hollandale, Miss., and MoJac Drive-In, Indianola, Miss.; C. J. Collier, Globe, Shaw, Miss., and Chief Drive-In, Cleveland, Miss., and John Hood, Inverness, Inverness, Miss.

New Orleans

Joy manager Ernest MacKenna is keeping himself at ease lounging about home during his vacation. . . . The Gallo, local neighborhood, all negro patronage theatre is being equipped with wide screen and stereophonic sound system. . . . E. R. Sellers and his brother and Bob Conrad purchased Fred T. McLendon's and M. A. Connett's interest in the Hub Drive-In and Twin Hub Drive-In, Lafayette, La., along with Milton Guidry, who already shared in ownership operations.

The first 3-D burlesque film, "Side Streets of Hollywood," is on the screen of Woolner Brothers' Liberty. . . . J. P. Guitreau, Gonzales Drive-In, returned after several weeks of a rollicking vacation in Mexico.

Leo Seicshnaydre, manager, Republic, was a Pensacola, Fla., business caller. . . . James Zimmer and family, Port Printing Company, are vacationing in Covington, La. . . . The Rebstock, Golden Meadows, La., is being equipped for 3-D, wide-screen and new sound presentations. NTS handled the sale of equipment for the house.

Valerie Benson, M. A. Connett's stenographer, is taking a leisurely look at Hollywood. . . . Mrs. Juliette Babin, Saenger cashier, vacationed in Clinton, Mo., and Pensacola, Fla.

Milton D. Breschell, St. Louis, Mo., factory representative of soft drink dispensers, was a Manley, Inc., caller. . . . Lawrence Lampo, Boulevard and Avenue, Jeanerette, La., was confabbing with his buyer and booker, Page Baker and Andy Bevelo, Theatres Service Company. . . . Peggy Ericksen is the substitute "Hello Girl" at Paramount, Gulf, while Clara Cote is enjoying the Miami sunshine.

Prat-Aucoin Theatres' Fun, Lockport, La.; Rex and Gayle, Raceland, La., and Vacherie, Vacherie, La., are being air-conditioned and wide-screen equipped. Tom Neely, NTS manager handled the sale of equipment.

Jack Downing's Haven, Brookhaven, Miss., is being equipped for 3-D, wide-screen and new sound presentations. . . . B. J. Keyhan purchased the Gretna Green Drive-In, Gretna, La., from Gus Street. Joel Bluestone will do the buying and booking. . . . Mary Baker, St. Augustine, Fla., is here visiting with her sister, Lin, Manley's all-around office girl. . . . A. Lapeyrouse appointed L. J. D'Antoni as manager, Park, Houma, La. D'Antoni is a veteran in theatre management in Louisiana, for several years holding the reins of Pittman Theatres, Baton Rouge, La.

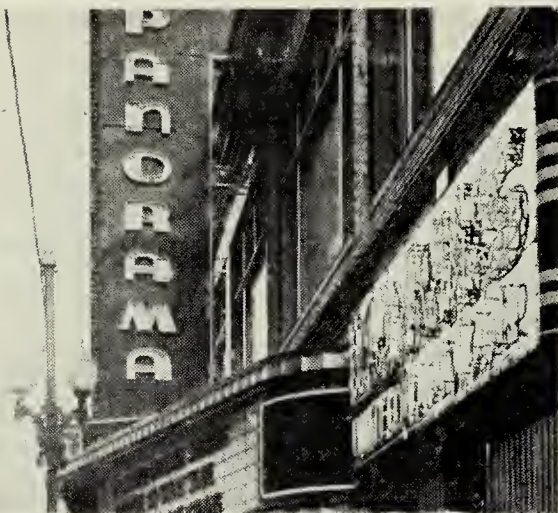
F. G. Prat, Jr., and Harold Dacey, Prat-Aucoin Theatres, Vacherie, La., made the rounds, as did J. A. Parker, Gordon, Westwego, La.; Tom Watson, Lyric and Varsity, Ellisville, Miss.; F. W. Corbett, Dixie Drive-In, Columbia, Miss., and Mr. and Mrs. H. B. Millet, Moonlight Drive-In, West Long Beach, Miss. . . . Yvette Madding, NTS steno, is enjoying a "Home Sweet Home" vacation with her precious baby daughter.

MGM's "See For Yourself" trade shows will get underway here on Sept. 14. There will also be shows in Lafayette, Alexandria, Monroe and Shreveport, La.; Jackson, Miss., and Mobile, Ala.

Ed Ortte, Gulfport and Bay St. Louis, Miss., theatre owner, was in. Others seen around were Mr. and Mrs. Robinson, Ren Drive-In, McComb, Miss., and Arthur Lehman, Alamo and Booker T., Jackson, Miss. . . . The interior of the Paramount exchange is getting an entire new look.

Warners' John Kirby, division manager, and W. O. Williamson, Jr., district manager, were here to confer with manager Lucas Conner relative to the "Lucas Conner" drive, slated for August 30 through December 26. . . . Bernadine Howard and Elsie Piaggio, Loew's State, are on a pleasure tour.

William Holliday's secretary, Mrs. Loraine Cass, Paramount, her hubby and son are off to Miami, Fla., for a vacation. . . . Walter Christianson shuttered the Town Hall, Baldwin, La., and B. J. Lowery, who recently reopened the



Joy Houck, president, Houck Theatres, New Orleans, recently reopened the Panorama, formerly the Paramount, New Orleans.

Town, Polahatchie, Miss., advised Transway he was obliged to close until further notice.

Mrs. Jean Pohl, who recently resigned from Dixie Films, is anticipating a visit from Mr. Stork. . . . Mrs. Ruth Bohne, Paramount, Gulf, was named chairman of the WOMPI program committee. . . . It's been a busy week of traveling for Mr. and Mrs. Harold "Babe" Cohen. First to Mobile, Ala., to visit their son, then to Kansas City, Mo., for the Lippert franchise owners' conclave with Lippert head officials.

Mrs. Jane McDonnell, Paramount booker's assistant, is on a transient pleasure leave. . . . L. C. "Jack" Downing was in from Brookhaven to confer with his buyer and booker, Sammy Wright, M. A. Connett's Booking Service, and J. P. Guitreau, Gonzales Drive-In, checked bookings with his representative, Russell Callen, associated Booking Service.

NSS employees on and back from vacations are office manager Joe Mall, cashier Edna Caldwell and Helen Cazeubon, paper shipping department.

The Donald B. Fiskes, Oak Grove-Lake Providence, La., theatre owners, are up in the clouds over a bundle from heaven, a brand new baby girl.

B. W. Stevens, Theatre Display Service, checked in after several weeks trip in the territory. . . . Charles Waterall, Sr., was here on a three day call buying and booking for his string of some 15 houses in Alabama and Mississippi. . . . Hector Naquin was in from Cecilia, La., and J. Thomas, manager of the Cave, Delhi, was here to check playdates with buyer and booker J. G. Broggi.

Drive-in owners who crowded here like a convention gathering were Charles Waterall, Prichard, Ala.; Ed Jenner and "Preacher" Crossley, Laurel, Miss.; Ed Ortte, Hi-Way Drive-In, Bay St. Louis, Miss.; Mr. and Mrs. H. B. Millet, Moonlight Drive-In, West Long Beach, Miss.; S. E. Mortimore, Lyle Shiell and Frank Olah, Skyvue Drive-In, Chef Menteur Highway; Mr. and Mrs. E. Robinson, Ren Drive-In, McComb, Miss.; T. G. "Teddy" Solomon an his booker, Lonnie Davis, McComb, Miss.; the Yam boys, E. R. Sellers and Milton Guidry, Opelousas, La.; Woolner Brothers, New Orleans Airline and Drive-In Movies; Dick Guidry and Lefty Cheramie, Jet Drive-In, Cut

Off, La.; G. E. Wiltse and manager Bud Jones, St. Bernard Drive-In, Arabi, La.; William Shiell, Marrero Drive-In; Sammy Wright, Jr., and Frank Lais, Jr., Algiers Drive-In, and J. P. Guitreau, Gonzales Drive-In.

National Screen Service personnel, headed by Louis Boyer, include Joseph Mall, office manager; salesmen Paul Dupuy and Charles Lamantia; manager's secretary Gloria Meo, and office employees Lois Schneckenberger, June Comand, Rose Buffet, Eleanor Arcuri, Inez Kaul, Mabel Casanova, Violet Morris, Vera Ingargiola, Mrs. Carolyn Moore, Rae Ann Guerchoux, Jackie Bendich, Pearl Cookmeyer, Amanda Gaudet, Edna Caldwell, Rosemary Hammer, and Betty LeBlanc. In the paper shipping department, headed by Eddie Mahoney, are Lee McGovern, Mabel Calhoun, Helen Cazeubon, Mary Haas, Jeannet Hammon, Harry Alberts, Freddie Walters, Wilson Boudoin, and Russell Morvant, and in the trailer shipping department, piloted by Joseph Williams, are Emile Vice, Larry Chabert, Mancurio Lapari, and Corrinne LeBlanc.

The Strand, Jennings, La., is undergoing extensive remodeling. Frank Hebert, building superintendent, Southern Amusement Company, Lake Charles, La., owners of the theatre, is supervising the work which manager B. N. Diehl stated will not interrupt regular showings.

Alabama Birmingham

Manager Norris Hadaway, Alabama, announced that the theatre is installing CinemaScope and that "The Robe" will have its first local run there. . . . The Ritz is installing 3-D equipment.

Florida Miami

Fireworks, playground party, were features of the Boulevard Drive-In Labor Day show, promoted by Burton Clark, manager, who obtained the local agency of Chicken-of-the-Sea Tuna as sponsors. . . . Vacationers included Mario Valle, Lincoln, Miami Beach, Fla. . . . Chet Gole, Wometco relief manager, was on vacation as was Ken Rockwell, Ritz.

Kentucky Frankfort

Eyeglasses sold to patrons of 3-D films are not subject to Kentucky's amusement tax, but when the glasses are rented to patrons and the charge is included in the admission price, the additional amount is subject to the tax. This opinion was given to the State Revenue Department by Squire N. Williams, Jr., an assistant attorney general.

North Carolina Durham

Between \$65 and \$70 was stolen in a break-in at the concession stand at the Midway Drive-In, Fayetteville, N. C. John D. Garner, manager, discovered the robbery the following day.

NEWS OF THE

Territory

Chicago

Fred Cory, manager, H. and E. Balaban Surf, inaugurated a plan to defray the cost of mailing program announcements to patrons by charging subscribers 50 cents per year for the privilege. The idea started when Cory, faced with rising costs of printing, addressing, and mailing to the more than 10,000 subscribers on his list, saw the monthly program listing of a local FM radio station, mailed to paid subscribers only. He saw this as a way to defray expenses and also make the program a more attractive advertising medium. To make the idea more attractive, he offered two free passes to all those who paid to be put on the list, explaining, "We can't print money, but we can print passes." Cory says results are amazing. More than 2,000 persons are already on the list, with 100 more joining every week. Cory, Surf manager for the past 10 years, says the plan not only pays for the operation, but should result in a profit at the end of the year.

The Okaw Drive-In, near Camargo, Ill., is erecting an enclosed glass-front building for all-year accommodation of patrons. . . . Rodney Bush, 20th-Fox, came to arrange a large campaign for "The Robe," State-Lake. . . . Irving Mack was reelected Filmack president. . . . Sarah Goldberg, Paramount, received a Schwalberg Merit Award for her achievements in the 1952 "Greater Confidence Parade."

Negotiations for "The Robe" were completed by Tom Gilliam, 20th-Fox district manager; Dave Wallerstein, vice-president, and Harry Lustgarten, film buyer, B. and K. The CinemaScope picture, will be unveiled at the State-Lake on Sept. 23. Federal Judge Igoe granted the film an extended run.

William E. Smith, executive director, The Popcorn Institute, reports the unprecedented demand for the 14 colorful pieces comprising "The Popcorn Carnival" necessitated a second printing.

Max L. Patterson, former projectionist, acquired the Lakeland, North Webster, Ind.

Eugene H. Fernetto, Night-Sky Drive-In, Beulah, Mich., plans building, with circuit associates, two additional Michigan outdoors. . . . Capitol secured the distribution of "Hannah Lee."

Walter Banford, MGM district manager, vacationed in Wisconsin. . . . Paul Little observed the sixth anniversary of his Maplecroft Auto, Plainfield, Ind.

Stanley Kolbert was named Starlite Drive-In manager. . . . Florence Feldman, Paramount, took a flying trip to

California. . . . Floyd Hanger was named Shores manager, Saint Clair Shores, Mich.

McVickers starts in September on a first-run policy with \$1.25 night admissions. . . . Fred Rutan was named Indiana manager, Martinsville, Ind.

Announcement was made for the wedding this fall of Carol Ann Finke, daughter of D. H. Finke, Ticket Register Company, and Charles Steinberger, Theatre Concessions Company.

The Telenews is reverting to its former name, the Loop, and a first-run policy, instead of newsreels. . . . Don Merrill was named manager, Lorraine and Princess, Hoopston, Ill.

John Balaban, B and K prexy, and his wife, Bertha, were heading for a European vacation. . . . John H. Barr, Twin City Drive-In manager, Urbana, Ill., was made commercial division chairman, 1954 Champaign County Community Chest campaign.

S. J. Gregory, Alliance Theatres executive, inspected midstate theatres of the corporation in Washington state. . . . C. B. Simmons, Cisne, Ill., opened his new 300-car drive-in between Newton and Oblong, Ill. . . . Van A. Nomikos attended an AHEPA meeting in Houston, Tex. . . . Robert Johnson, Strand and Uptown, Fairfield, Ill., reported installation of wide-screen equipment with stereophonic sound in the Strand.

William Carroll, executive secretary, Allied Theatre Owners of Indiana, vacationed in New York. . . . The Elnora, Elnora, Ind., reopened with two changes a week. . . . High winds overturned the screen at the Family Drive-In near Urbana, Ill.

Paul Montague, veteran drummer, moved from Hyde Park to Highland Park so his youngsters can add another dog to their collection. . . . Mrs. William F. Hoover, mother of Mrs. Stewart B. Rees, Rees, Plymouth, Ind., died. . . . Harry Goldman was appointed United Artists district director and Sid Rose is exchange manager. . . . Sam Gorelick,

RKO district manager, received an award for taking national honors in RKO's recent sales drive.

A movement has been started in the operators' union to have two projectionists, instead of one, on duty at the same time. . . . Leo Rose will head the 40th anniversary dinner for the Anti-Defamation League. . . . Variety Club Women, Mrs. Meyer Gold, president, gave a fund preview at the Carnegie for the electric-phono cardiograph, installed at La Rabida sanitarium.

Albert Dezel concluded a distribution contract with Carroll Puciato to distribute through his local exchange "The Fighting Pimpernel," "Mr. Denning Drives North," and "Lady Godiva Rides Again."

Dallas

The Variety Club Boys Ranch, Bedford, Texas, sponsored by the Dallas Variety Club, has been selected to play in The Milk Bowl, annual football classic for small-fry elevens, on December 5 at Lufkin, Texas. The Boys Ranch will play against a squad of service dependent youngsters to be flown in from Europe. The Milk Bowl has a radio broadcast of 550 stations and outlets overseas, and has national press, movie, TV and magazine coverage, plus the appearance of movie celebrities.

Mrs. Mina Carter, manager, State, Big Spring, Texas, urged movie goers to keep their 3-D glasses for use over and over again and thus save money on admission and solve the supply problem faced by the theatre. Since the glasses are not used more than once by the theatre, it is almost impossible to keep them in stock, Mrs. Carter said, adding that use more than once by individuals is permissible, and the price on admission will be cut for those bringing their own glasses. Admission goes up 15 cents for 3-D showings, with the increase covering cost of the glasses. If patrons bring their own glasses, regular price is asked. Mrs. Carter, however, warned people not to use the glasses interchangeably with other people, as such a practice may spread eye diseases. The type used by



Marcia Henderson, U-I star, recently visited Chicago to aid in the three-way promotional tie-up between U-I, Balaban and Katz's Chicago, and the I.G.A. grocery chain in connection with "Thunder Bay," and was tendered a luncheon at Chicago's Imperial House. Seated, left to right, are Orville Johler, promotion manager, I.G.A. grocery chain; Don Grimes, president, I.G.A.; Bob Singer, Chicago American; Ann Gerber, editor, Chicago Northside Newspapers; Anna Nangle, Chicago Tribune film editor; Miss Henderson; Peter Reich, Chicago American; standing, a waiter; Bill Hollander, B & K Theatres; Harry Lustgarten, chief film buyer, B & K; Barbara McGinnis, studio representative; Ed Seguin, publicity department, B & K, and Ed Borgan, U-I publicity department.



Universal-International recently opened its new exchange in Dallas, Texas, upper left, and U-I executives gathered at the entrance, upper right, are, left to right, F. J. A. McCarthy, southern-Canadian sales manager; Henry H. Martin, division manager; Milton R. Rackmil, U-I president; Alfred E. Daff, executive vice-president; Charles J. Feldman, general sales manager; F. T. Murray, head of branch operations, and R. N. Wilkinson, Dallas branch manager; lower left, left to right,

Hank Miller, city salesman; Mac Hostein, southern Texas salesman; Wilkinson; E. C. Elder, east central Texas salesman, and Russell Brown, east Texas salesman, and, bottom, right, left to right, Rackmil; Robert J. O'Donnell, vice-president, Interstate Theatres; Ed Rowley, president, Rowley United Theatres; Daff; Rip Payne, Rip Payne Theatre Enterprises; Raymond Willie, Interstate Theatres; Feldman; and Wilkinson. A buffet and reception featured the event.

the State will last the user indefinitely if proper care is taken, Mrs. Carter believes.

Exhibitors calling Universal have to learn a new telephone number, Sterling 5871, since U-I moved into new quarters at 810 South St. Paul. Many exhibitors, executives and out-of-state guests crowded the new building for open house and inspection. Milton Rackmil, president, U-I, acted as host with other U-I top personnel as follows: Al E. Daff, vice-president and sales manager; Charles Feldman, F. J. A. McCarthy and F. T. Murray, and Dallas' H. H. Martin, district manager, and R. W. Wilkinson, branch manager.

Art LaMan, Safety Motion Picture Advertising Service, was in from Tulsa, Okla. . . . Paramount's Oklahoma City manager, C. H. "Buck" Weaver visited the Dallas office.

Over 500 Variety Clubbers and guests attended Variety Carnival Night at Hotel Adolphus' Roof Garden. The event was kickoff for the annual Turtle Derby, put on by Tent 17 to raise funds for the Boys Ranch, Bedford, Tex.

Kyle Rorex, executive director, Texas COMPO, mailed a letter to all Texas exhibitors announcing that the office would close October 1 due to lack of funds. The Texas COMPO Conference scheduled for September 28-30 was cancelled. However, a special meeting was held September 1, at which time it was expected that Texas COMPO would reorganize on a long range basis and with an even more intensified program.

Louis Webber, Leroy Bickel and John Allen, MGM executives, attended the "See For Yourself" sales convention in Los Angeles. . . . In town were W. O. Bearden, Lubbock, Tex.; Lou Bray, Harlingen, Tex., and Hugh Brand, Houston, Tex. . . . Lloyd Henrich, assistant to A. M. Kane, Paramount, was in Baylor Hospital with pneumonia.

Texas Congressmen are being honored at informal luncheons throughout the state for their cooperation in the recent admission tax campaign. Congressman Frank Ikard, District 13, will be honored at the first of these luncheons, arranged by district exhibitor committees and Texas COMPO. It will be held at Denton,



Seen at a recent meeting in Dallas are, left to right, John Q. Adams, assistant to the president, Interstate Circuit; Colonel Paul Wakefield, civic leader; Claude Ezell, president, Ezell and Associates, and R. I. Payne, vice-president and general manager, Theatre Enterprises, Inc.

Tex., and exhibitors in the area have been invited. Guest speakers are Colonel H. A. Cole, co-chairman of the national campaign, and William McCraw, chairman, Texas COMPO's speakers' bureau. J. E. Unger, Wichita, Wichita Falls, is chairman of the exhibitor committee for District 13, and committee members include J. P. Harrison, Campus, Denton; Wayne Wallace, State, Gainesville, and J. E. Campbell, Majestic, Bowie.

E. Abrams, Jr., credit manager, Altec's southwestern division, vacationed by returning to Chicago, Ill., to move his family to Dallas. . . . G. S. Hill and son, Robert, were in from Abilene, Tex. Hill is general manager, Leon Theatres. . . . Frankie Weatherford resigned from Adelman and Sachs, Delman Theatre, when her doctor prescribed a few weeks' rest.

An interested guest at U-I's open house was Mrs. Una Mae Holliday, who started working for Ned Depinet in 1913. When Depinet was made division manager and left Dallas, Mrs. Holliday was secretary to R. C. McIlheran and stayed on with Universal-International until 1931.

When Interstate and 20th-Fox collaborated on their recent contest to choose the prettiest nurse in Dallas, they promoted interest in "White Witch Doctor" and nursing training. Miss Mariana Boren, winner of the contest, returned from her expense-free trip to Houston, Tex., and called 20th-Fox publicity man, James Gillespie, to thank him for the very interesting and enjoyable trip the contest afforded her.

Denver

The Wolfberg Compass Drive-In Theatres announced a new policy for the South and Valley Drive-Ins. Tom Smiley, assistant to Harris Wolfberg, announced that henceforth they would be booked as suburban-run theatres.

The first-run policies at the Valley and North Drive-Ins, running day-and-date with the downtown Paramount, have been changed, and the ozoners will henceforth be on a subsequent run basis. This will have the effect of giving the drive-ins cheaper prices, and they have been reduced from 85 cents to 65 cents.

What are said to be the largest screens in the world are being erected at the new 1,280-car twin drive-ins now under construction at the Centennial Race Track, Littleton, Colo., just south of Denver. Each of the screens will be 67x100 feet. Tom Bailey, Lippert franchise owner, hopes to have the drive-in in operation by Oct. 1.

C. U. Yaeger, Atlas Theatres president, went to Chicago. . . . Joe Kaitz, assistant booker, Metro, left to take a similar job at Warners.

W. H. Turpie, Manley, Inc., division manager, was in from his Los Angeles headquarters, for conferences with Arlie Beery, district manager.

Merv Griffin, prominently featured in Warners' "So This Is Love," was in Denver on his 17-city cross-country tour on behalf of the picture.

All outdoor activities of the Denverites at the Park Hill Country Club were rained out with the exception of golf. There was a capacity crowd of 275 at the dinner and dance, and Jim Ricketts took away the Kaiser auto door prize. Winners at golf included Sid Shuteran in flight one; Father Monahan in flight two, and Roy Yost in flight three. Tom Bailey won the consolation prize with 131.

Western Union has closed its Film Row office. Most of the exchanges and other offices now have their own direct wires. . . . Chet Miller, formerly city manager, Fox Inter-Mountain Theatres, at Aterling, Colo., and Mrs. Miller have moved to California.

Dave Davis, general manager, Atlas Theatres, is father to a six-pound son, David Evan Davis, born at St. Lukes Hospital. . . . Ted Knox bought out his partners in the Peak Drive-In, Wheatland, Wyo. . . . Clarence Martin, owner, Alpine, is father to a six-pound son, Harvey, born at Presbyterian Hospital. . . . Rodney Knox, manager, Peak Drive-In, Wheatland, Wyo., and Miss Donna Periman, Durango, Colo., were married.

Des Moines

Leo Wolcott, Eldora, Ia., board chairman, Iowa-Nebraska Allied, has suggested to members that they explore the possibility of price increases, particularly those for children. Wolcott reported that he was increasing the price for children to 25 cents and adults up five cents to 50 cents, explaining the increase was a result of President Eisenhower's tax veto and the cost of installing 3-D and wide-screen.

Theatre owners have all kinds of trouble, but the Times, Cedar Rapids, Ia., came up with a new one. The theatre filed a suit for \$1,651 against J. W. Darragh, a local plumber, claiming that Darragh improperly installed heating equipment and that it was necessary to hire another plumber. . . . The Phoenix, Neola, Ia., reopened under the management of local businessmen and civic organizations.

Harry Pace, theatre owner, Sumner, Ia., will celebrate his 35th anniversary in the industry this fall. . . . Ivan Fuldauer, MGM press representative, will marry MGM employee, Zeldene Seldenfeld.

Kansas City

Bea Freeman, bookers secretary, Allied Artists, wrote from Grand Junction, Colo., that the fishing was fine. She was the guest of Marguerite Levy, former booker, Paramount.

Kansas City's newest drive-in, the Lakeside, opened. Frank Westbrook, former Paramount sales representative, is one of the owners.

The theatre seats have been removed from the Fiesta, and it has been converted to the Town Hall, a dining and dancing operation. The projection booth and screen will be kept in place to be used by private organizations. . . . Earl Jameson's Vogue, Lees Summit, Kans., closed in order to allow the employees to vacation. The drive-in remained open. . . . Ed Durwood's daughter, Mrs. Bayard M. Grant, participated in the city tennis tournament.

The Fairway, Granada, Tower, and Uptown, Fox Midwest first-runs, raised their prices to 65 cents and 85 cents, including tax, from the former level of 50 cents and 75 cents. The Paramount was expected to make a similar increase.

Los Angeles

Thousands of residents in the area visited "The Robe" art exhibition at Bulloch's Department Store.

In New York, attorneys for distributors petitioned that subpoenas be quashed against four Loew's representatives ordered to give additional information in deposition for the \$4,500,000 anti-trust suit filed by the Vogue. It is claimed that Loew's, one of 10 defendants in the suit, had already shipped 175 pounds of documents from New York here. By an agreement, taking of depositions was postponed until Sept. 8, when Federal Judge Harry C. Westover finishes his vacation. Subpoenaed to give depositions here were George A. Hickey, Loew's western division sales manager, and Edward Urchel, Loew's Los Angeles exchange office manager, and their secretaries.

Frank Fouce, president, Fouce Theatres, has completely recovered from a recent illness and planed out to Mexico and Cuba on business. . . . W. H. Lollier, Fox West Coast executive, has been appointed to the Los Angeles board of fire commissioners. . . . "Sunny" Thompson, secretary to Frank Prince, FWC booking department head, resigned and

is moving to Fort Worth, Tex. . . . Mike Gore, veteran theatre operator and prominent real estate man, died suddenly of a heart attack. . . . Arthur Unger, pop-corn tycoon, and Mrs. Unger, were in from San Francisco.

Back in town to stay after managing the Azteca office in Chicago was Harry Stern, who will represent the company in this territory. . . . The windows of the J. P. Filbert Company were used as targets by hoodlums, who fired shots through them. . . . Back from a business junket to San Francisco were Norman Newman and Sherill Corwin, Prin-Corp.

Ralph Ravenscroft was appointed Los Angeles and San Francisco representative for Hallmark Productions, headed by Kroger Babb. . . . Hawthorne exhibitor Ned Calvi and Mrs. Calvi took off for a vacation in beautiful Hawaii. . . . Sam Stiefel, circuit operator, has acquired the Gem, Garden Grove, from Leo White, and plans to re-open the long shuttered house.

Back from a vacation in San Francisco was Joe Seney, Southside Theatres booker. . . . Also back from a vacation were Warnerites Harvey Lithgow, office manager, and Phyllis Weeks, billing clerk. . . . Exhibitors seen on the Row were Joe Markowitz, Encinitas, and Roy Lemucchi, Bakersfield.

The new president of the Independent Theatre Owners Association of San Diego County, succeeding Burton I. Jones, is Darryl Johnson, owner, Strand, Ocean Beach, and the Aero Drive-In, Bostonia. Also elected at the recent meeting of the group were Bill Russo, San Diego, vice-president, and Henry Slater, Chula Vista, secretary-treasurer. Jones, owner, Helix, La Mesa, former head of the group, recently became a regional vice-president of the Western Theatre Owners, representing Southern California.

Ned Calvi closed the Plaza, Hawthorne, Cal., when his lease expired. The Plaza was the only theatre in the town.

Milwaukee

Jerry Youiniss is the new manager of John Freuler's Century, replacing Mr. Baier, called into service. . . . Jack Lorentz and John Kemptgen, co-chairman, Special Shows Committee for the Showmen's Guild, are formulating plans for the first fund-raising drive. H. J. Fitzgerald one of the organizers of this group, states that benefits will start this week to raise funds for financing Showman's Guild, Inc., a welfare insurance group organized to provide insurance benefits for members of the Film Industry in Wisconsin and the Upper Peninsula of Michigan. More than 300 members have signed up.

Ben Marcus, S and M Theatres, operating a chain of theatres in Wisconsin, also operates the new outdoor theatre at Lacrosse and recently opened the new Tomah Drive-In, Tomah, Wis., capacity 425 cars.

Fox's Wisconsin, Palace and Strand will be completely re-vamped for the showing of CinemaScope by the latter part of September.

Herb Shriner was in conjunction with "Main Street To Broadway," appearing at the Alhambra.

Earl Fischer, Alamo, was reported seriously hurt in an automobile accident. This was an error as we were misinformed.

Minneapolis

Exhibitors in were Al Smith, Winona and Rochester, Minn.; Sid Heath, Wells, Minn.; Bruce Waters, Turtle Lake, Wis.; Mel Ehlers, Arlington, Minn.; D. G. Rauenhorst, Slayton, Minn.; Ken Buck, Holdingford, Minn., and Leonard W. Gangelhoff, Hinckley, Minn. . . . George Frogen is the new student booker, Universal. . . . Quad-States Theatre Service is buying and booking for the Rex, Woonsocket, S. D., operated by J. J. Hendrick.

The Arion, neighborhood house, has taken on a new different policy. It refuses to run any commercial film advertising, and the ban extends even to coming attractions. The theatre also refuses to admit children and adolescents evenings unless accompanied by their parents. . . . City Council's license committee reprimanded Sam Berger, Grand, for showing "Your Parisian Burlesque," which the police morals squad called "indecent." Berger previously was fined \$100.

K. C. Brandhagen, State, Hatton, N. D., increased admission prices to 14 cents for children and 45 cents for adults. . . . H. A. Hansen, Mitchell, S. D., bought the Pam, Alpena, S. D., from Ed Tucker. Hansen also owns the Roxy, Mitchell. . . . Robert Chase has begun construction on a new theatre at Carson, N. D. . . . The new drive-in at Bemidji, Minn., has been named the Timberlane. Wilfred Libel and Otto Burggraf are the owners.

Joe Schikora was named assistant manager, Gopher. He formerly was in the shipping department, 20th-Fox, and before that was assistant manager, Palace, now dismantled. . . . 3-D equipment was installed in the Uptown, neighborhood house, operated by the Minnesota Amusement Company.

Violet Hollen, bookkeeper, NSS, vacationed in northern Minnesota. . . . C. J. Dressell, RKO branch manager, attended a company sales meeting in Chicago. . . . Mary Parker, film shipper, NSS, vacationed in Iowa. . . . Bill Winter, RKO salesman, was at the Mayo Clinic, Rochester, Minn., for a checkup. . . . New air conditioning equipment has been installed in the MGM offices.

Jack Holischer has been named office manager, Columbia. He has been office manager, Columbia, Washington, D. C. . . . Construction started on a new drive-in at Ashland, Wis., by Frank Hahn, who also operates two conventional houses at Ashland. . . . Theatres here have been abiding by a recommendation of the U. S. public health service in using only disposable polaroid glasses for 3-D films.

Louis Nelson, Jr., a returned serviceman, has taken over operation of the Memorial, Noonan, N. D. . . . Kenneth

Buck reopened the Scenic, Holdingford, Minn., following extensive improvements. . . . The Home, Bridgewater, S. D., closed until Oct. 1 because of poor business. . . . The Broadway, Centerville, S. D., closed temporarily because of a breakdown of the sound system. . . . Ernest Frost leased the New Colton, Colton, S. D., from Arthur Tokheim. . . . Bob Diefendorf bought the Irene, Irene, S. D., and reopened the house.

An extensive remodeling job was completed on the Castle, Castle, Minn. . . . Bender Brothers, operators of theatres in Bemidji, Minn., have taken over operation of the theatre at Anoka, Minn., from the E. J. Baehr circuit. Norman G. Olson, Bemidji, was named manager. . . . Several personnel changes have been announced by Home Theatres Circuit, Brainerd, Minn. Bud Gorman has been named city manager at Brainerd, succeeding Chet Raasch, resigned. Robert Salisbury has been appointed manager of the Ely, Ely, Minn., succeeding Willard Knackendoffel, who has been promoted to city manager in Park Rapids, Minn.

Merv Griffin, starring in Warners' "So This Is Love," was in for a series of press, radio and TV interviews on behalf of the film.

Oklahoma City

Mrs. Retta Haggard, stenographer, Paramount, has returned from a two weeks vacation.

Volney Hamm, Mt. Scott Drive-In, Lawton, is an art enthusiast. He is president of the Lawton chapter of the Amateur Artists Association of America. The group will bring prominent artists to Lawton to lecture and criticize their works and exchange works of art with other state chapters.

A. W. Tarkington, Warner, Oklahoma, is the new owner of the Fort, Fort Gibson, Okla. . . . Bill Love, formerly of Sapulpa, Oklahoma, is now managing the



Seen at the recent presentation dinner featuring Omaha, Neb., Variety Club awards of appreciation in connection with its Omaha Opportunity Center, school for mentally handicapped children, were, left to right, Mrs. Johnny Rosenblatt; Colonel Bill McCraw, executive director, Variety Clubs International; Bob Huff, Omaha Variety Assistant Chief Barker; Johnny Rosenblatt, Omaha city councilman, one of the recipients; John E. Mainelli, Omaha construction head, another of the recipients; and Mrs. Mainelli.

Tower, Drumright, Okla. . . . Paul Rice, Paramount salesman, and family are vacationing.

The 54 Drive-In, Guymon, Okla., was robbed at an estimated loss of \$250. Bill Long, owner, said the gunman approached as he was closing the boxoffice. Long's daughter, Betty, witnessed the robbery and notified officers who set up road blocks in the area.

Booking on the Row recently were Mr. and Mrs. W. T. Henderson, Mawil, Medford, Okla.; Mr. and Mrs. R. M. Downing, Crown, Collinsville, Okla.; J. R. Sloan, Cyril, Cyril, Okla.; Henry Simpson, Princess-Walmur and Pirate Drive-In, Bristow, Okla.; Gerald Bullard, Star, Morris, Okla.; H. N. Cole, Avon, McLoud, Okla.; C. L. Lance, El Rancho, Ringling, Okla., and Palace, Canadian, Tex.; Ruby Jones, Ritz, Shawnee, Okla.; O. K. Kemp, Kemp-Victory, Poteau, Okla.; L. G. Bumpers, Joy, Vian, Okla.; Adolph Bell, Fawn, Jones, Okla., and Wait Kerr, Platt, Sulphur, Okla., and Kerr, Davis, Okla.

Omaha

Omaha Post No. 16, Variety Club International, celebrated its annual Variety Day by presenting certificates of appreciation to four Omaha leaders who assisted the post's pet charity—a permanent home for the Omaha Opportunity Center, a school for mentally handicapped children. Some \$25,000 has been raised, enough to get a private residence rebuilt into a school. Glenn Slipper, Chief Barker, presided at the affair, where the awards were given by Assistant Chief Barker Bob Huff. These went to Johnny Rosenblatt, city councilman; Jean Sullivan, KMTV, who led a radio and TV drive; John E. Mainelli, Omaha construction head, chairman of the businessmen's committee, and Mrs. Christie Hedlund, who headed the women's committee of the drive. Local barkers participated in an informal golf outing at the Happy Hollow Country Club, and Col. William McCraw, Variety Club executive director, was toastmaster.

William Miskell, Tristates district manager, attended a district managers' meeting at Des Moines. . . . Carl Hoffman resigned as manager of Tristates' Omaha to take a position with a printing company in Des Moines.

Omaha Film Row personnel who attended the opening of Howard Kennedy's new drive-in at Broken Bow, Neb., said it is one of the finest and best-equipped in the territory. Howard's father, the late Horace F. Kennedy, was the founder of the theatre business in Broken Bow. He also served as Custer County Sheriff, state senator, and president, Theatre Owners of Nebraska.

Tony Goodman, Warners' office manager, finished second in the Variety Club's field day golf tournament at Happy Hollow. Son, Johnny, 13, nephew of John Goodman, who won the National Open and National Amateur crowns in 1929, copped the first flight championship in the Omaha Field Club Caddie Tournament.

Vacationers on Film Row include Columbia branch manager Joe H. Jacobs; Tillie Fowler, RKO cashier; Ray Nielsen, MGM bookkeeper; Mrs. Jack Renfro, Theatre Booking Service, and Bill Higgins, 20th-Fox shipper. . . . The Paramount staff will hold its yearly picnic at Peony Park the middle of September.

Several exchanges are losing members of their forces by resignation, including Janis Peterson, 20th-Fox stenographer; Ruth Daniels, Republic biller, and Carol Roddy, Paramount contract clerk. . . . Red Oak, Ia., held its Centennial Celebration last week and exhibitor Richard Johnson at last was able to shave off the whiskers he has been accumulating since spring.

Portland

In Forrest Grove, Ore., J. R. Watrous, veteran exhibitor, celebrated his 72nd birthday and turned over operation of his two theatres to his son, John Watrous. . . . In McMinville, Ore., J. H. Hillard announced the opening of his Hi-Way Drive-In, 500-car operation. . . . M. A. Mattacheck, veteran theatre operator, McMinville, retired under expert nursing care at his mountain home in high Cascades. His theatres continue under the management of his son.

John Hamrick's old Roxy has reopened with a 25 cents admission policy, using films of 10-20 year old vintage. . . . J. J. Parker's United Artists is scheduled for an early September re-opening following modernization.

Reorganization of Evergreen's managerial personnel will result in transferring stage attractions from the Mayfair to the Oriental. Herb Royster, veteran manager, Mayfair, will be moved to the Oriental to handle roadshows as well as the new first-run picture policy. Don Marzolf, present Oriental manager, goes to the Kiggins, Vancouver, Wash., replacing Jerry Proctor, who will be transferred to the Fox, Spokane, Wash., as assistant to manager Hamaker. Oscar Nyberg, senior Evergreen manager in Oregon, and currently manager, Paramount, will be installed as manager, New Fox.

M. M. Mesher, for many years associated with Evergreen Theatres, Pacific Northwest, will shortly be back. Mesher is now president, Portland Paramount Theatres Corporation, which will operate the 3,000-seat Paramount.

St. Louis

Harry Haas, St. Louis branch manager, and Jim Castle, midwest special representative, Paramount Film Distributing Corporation, have come up with an idea that has the entire St. Louis branch film trade area in an uproar. Paramount has designated the 14-week period August 30 to December 5 as the Adolph Zukor Golden Jubilee Salute, with the first week of the drive to be known as Jubilee Week and the second, Paramount Week. The St. Louis branch has designated the subsequent eleven weeks "St. Louis Branch Employees Week," and the final week as Edna Boyne Week, in honor of booker Edna "Buck"

Boyne. Haas and Castle's plan is that employees other than bookers and salesmen team as partners responsible for the production results of a particular week. The employees have formed their own jackpot, which at the end of the sales drive will amount to a little more than \$150. There will be a first and second prize to be awarded on the basis of the most billings in any particular week.

In Stewardson, Ill., the 190-seat Aloma Theatre is being closed permanently, owner-manager Norman B. Merold indicated. The veto of the tax relief bill by President Eisenhower killed all hope of keeping the theatre open.

Wally Heim, United Artists midwest publicity representative, was in to exploit "Return To Paradise." He recently became a grandfather.

The ninth annual fire and personnel safety school presented by the St. Louis Fire Department and the Safety Council of Greater St. Louis will be conducted Mondays from Sept. 14 through Nov. 2. Theatre owners and managers interested in the course should contact the Safety Council or Fire Department officials to get the facts about enrollment.

Folks along Film Row were grieved to learn of the death in Hollywood, Cal., of Mrs. Grayce Hays, whose husband, Everett Hays, passed away five years ago. Mr. and Mrs. Hays owned and operated the Grand, Sullivan, Ill., for about 18 years.

John Falk, manager, Grand and Orpheum, Eldorado, Ill., reported collections totaling \$106 for the Korean relief fund.

A. Ray Parker, Mayor, Brentwood, St. Louis County, will be president of Broadway Drive-In, Incorporated, to own and operate the first drive-in located within the city limits, to cost about \$200,000 and have a 750-car capacity. Parker said that grading of the site will begin this fall and construction of the 4000-square-foot screen, 50 feet high and 80 feet wide, the projection and concessions buildings, drive-ways, ramps, etc., will be accomplished during the winter months. The screen will be especially designed to accommodate 3-D and CinemaScope types of films. The site cost about \$52,500.

The officers, directors and annual meeting committee chairmen of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, will meet September 8 with Tommy James, St. Louis exhibitor and vice-president, MPTO, as host. The meeting will hear plans for the annual meeting of the organization to be held at the Sheraton Hotel, on Dec. 14 and 15.

Miss Maria Logsdon, Ladue, St. Louis County, answered a KWK-Fanchon and Marco-St. Louis Amusement Company motion picture reporter's \$3750 jackpot question.

Jim Castle, midwest special representative, Paramount Film Distributing Corporation, returned after a vacation in the Missouri Ozarks.

As a birthday present for Frank Speros, owner, Marquette, there was born to the wife of Bill Speros, his son, twin daughters, Sherry Christine and Elissa Gale Speros. . . . Hall Walsh, South Prairie district manager, Warners, visited Kansas City.

Lester Levy, veteran film salesman, checked out of the Max C. Starkloff Memorial Hospital but needs several weeks additional resting up to regain his strength. . . . Ray Nolan, RKO manager, was in Chicago for a sales meeting. . . . Maurice Schweitzer, Allied Artists manager, was in Chicago for a branch managers gathering. . . . Lester Bona, Warners manager, called on the Caesar Berutt circuit, Rolla, Mo.

Out-of-town exhibitors seen along Film Row included Judge Frank X. Reller, Wentzville, Mo.; Bill Collins, DeSoto, Mo.; Bill Williams, Union, Mo.; Dean Bill Davis, West Plains, Mo.; A. Schwartz, Grande Drive-In, Sullivan, Mo.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; B. Temborius, Breese, Ill.; Charley Beninati, Carlyle, Ill.; Herman Tanner, Vandalia, Ill.; John Rees, Wellsville, Mo.; Rani Pedrucci, feature booker, Frisina Amusement Company, Springfield, Ill.

Salt Lake City

In Nampa, Ida., Idaho's first commercial television station, KFXD-TV, suspended telecasting, said manager Ed Hurt. It probably will be permanent. KIDO-TV, Boise, now is the only station operating commercially in Idaho.

San Antonio

Free pony rides, clowns in person, cotton floss candy, pink circus lemonade were in evidence at the Hi-Park Drive-In during the showing of "The Greatest Show On Earth." . . . Jimmy Bates, associated with the Interstate Theatres Circuit, Dallas, Tex., for the past 29 years, has been appointed house manager for the Prince, operated here by the Southern Theatres Company. . . . At the "Silver Jubilee" observed at the South Loop 13 Drive-In, operated by Statewide Drive-In Theatres, 200 silver dollars were given away to patrons in addition to a moviethon with four features and four cartoons. . . . The Majestic will show 20th-Fox's "The Robe" Sept. 30 in CinemaScope. It is also scheduled for the Worth, Fort Worth, Sept. 29; Metropolitan, Houston, Oct. 1, and Palace, Dallas, Sept. 24.

The trailer appealing for aid for the Korean people was shown in various local theatres with collections taken up at each showing. . . . Charlie Wolfe, office manager and advertising man for Southern Theatres, will fly to Mexico for his vacation. . . . O. C. Miller, Paramount, Dallas, Tex., was in. Others visiting included Grover McDonald, 20th-Fox; Lew Waid, Republic, and Jimmy Sippey, RKO. . . . Edward G. Edwards, chief booker, Clasa-Mohme, went to Corpus Christi, Tex., and other cities in the area. . . . Richard Landsman and Freddy Mayer, Statewide Drive-In Theatres, opened a new eating establishment called "The Dog House."

Among the out-of-town exhibitors in were: L. J. Dean, Nueces, Camp Wood, Tex.; Mr. and Mrs. Carmen Lopez, Encanto, Galveston, Tex.; Mr. and Mrs. Philip Brady, Reunes, San Benito, Tex., and Enrique Flores, Rio, Mission, Tex. . . . Two former staff members of the State were in to visit the Interstate city office. They were Capt. Darcey Lee Baker, Air Force, and Col. Lawrence Arnold, army. . . . Mrs. Sara Shelton, secretary, Azteca film exchange, returned to her desk after a vacation in Chicago, Ill.

Glasscock Theatres Enterprises will install 3-D in all of its Texas theatres. Leon D. Glasscock, head, also ordered CinemaScope for each of the situations.

Frank Chamrod was transferred from the West, George West, Tex., to the Leon, Pleasonton, Tex. Dorothy Snider is managing the West. . . . The three Mid County theatres of the Jefferson Amusement Company participated in theatre collections for the Korean foundation. Melvin Wilson, Mid County manager, reported that collections were made in the Neches, Port Neches, Tex.; Lyric, Groves, Tex., and Center, Nederland, Tex.

The Cole, Hallettsville, Tex., owned and operated by Mart Cole, increased admission prices for adults to 44 cents and 20 cents for children. . . . Mr. and Mrs. Thomas Ray, Key, took over the Tower, Bastrop, Tex., formerly operated by Mr. and Mrs. Harry Lockwood. . . . Mr. and Mrs. Jesus de Leon opened the Union, Waco, Tex., with a Spanish language policy on Wednesdays and Sundays. . . . J. D. Rainey, manager, Almeda, Houston, Tex., was married to Martha Harrison, candy counter girl, Yale, Houston. . . . Laura Knopp was named new assistant manager, Almeda, Houston, replacing Bill Safford, who goes to the River Oaks, Houston, as assistant manager.

John Smith, manager, River Oaks, Houston, Tex., was given a surprise birthday party. . . . Leonard English, former assistant manager, Almeda, now a Marine private, visited former staff members in Houston. . . . The new arrival at the home of Rindy Russell, manager, Tower, Houston, Tex., is their second child. . . . C. E. Campbell purchased the Majestic Theatre building, Bowie, Tex., from the Lutzer brothers, Dallas, Tex. The building damaged in a recent fire, has been renovated. . . . George M. Hight purchased the Arcadia, Bells, Tex., from W. T. Burkhalter.

Hollywood stars attending the special Sophie Tucker Golden Jubilee testimonial dinner at the Shamrock Hotel, Houston, Tex., included: Edward G. Robinson, Connie Moore, John Carrol, Gilbert Roland, Leroy Prinz, Fifi D'Orsay and others. . . . E. K. Lamb sold his Western Drive-In, Lubbock, Tex., to W. O. Bearden and J. B. Beeson. The duo now operate seven drive-ins. . . . Art Meyer, former manager, River Oaks, Houston, Tex., is operating the film library for the Shell Oil Co., Houston.

Dr. Fred K. Laurentz, city health officer, Houston, Tex., has stated that he would recommend that the city board

of health ban the reuse of polarized glasses.

San Francisco

The American premiere of "The Young Caruso," American-language film, has been set for Sept. 18 at the Larkin, it was announced by Bernard Jacon, vice-president in charge of sales and distribution, IFE Releasing Corporation.

H. Neal East, Paramount branch manager, has been named assistant western division manager with headquarters in Los Angeles. Jack Stevenson, sales manager, San Francisco territory, will replace East as head of the local exchange. . . . Sherrill Corwin, president, North Coast Theatres, was in from Los Angeles to take over while district manager Graham Kislingbury vacationed. . . . Mike Newman, Columbia, was in from Los Angeles setting up an extensive campaign on "From Here To Eternity."

One of the finest newspaper contests to come to San Francisco was achieved by Mike Vogel, Universal, and Anne Belfer, North Coast publicist, for "Thunder Bay." With prizes totaling \$400 in cash, in addition to theatre guest tickets, the gimmick was to recognize Mr. Thunder Bay on the street and answer questions.

The Robert Clark Agency will handle booking and buying for the Lucky Drive-In, Turlock, owned by Clayton Grand. . . . Wheels are in motion for the seventh annual Variety Club golf tournament. Edward Dixon, T & D Theatres, is chairman of the event. . . . Roy Cheverton has sold his Maribelle at Weott.

Mervyn "Buz" Davenport returned to his Downtown Paramount in Los Angeles after relieving district manager Earl Long, United-Paramount Theatres, here, for a vacation. . . . Merv Griffin was in for radio, press and television interviews for "So This Is Love," which opened at the St. Francis.

Albert Feldman, manager, Paramount, resigned to take over management of the Sea View, Pacific Manor, replacing Hal Honore, resigned. Don Haley, previously assistant, Paramount, Kansas City, and more recently assistant, St. Francis, was promoted to manager of the Paramount. . . . Dave Bolton reopened the Roxie, Santa Rosa. . . . Elizabeth Volkman, new to the industry, replaced Mary Mosley as secretary to branch manager Jack Stevenson, Paramount. Miss Mosley resigned to leave the city. . . . Irving Ackerman installed wide screen at his Guild.

Seattle

Leonard Louik, manager, Post, Greenacres, Wash., has been made city manager of the four theatres of Favorite Theatre Company, Inc. The houses are the Post, Liberty, Granada, and East Sprague Drive-In. Resignation of three members of the staff has made a new lineup in management for Favorite Theatres. Louik is replacing James C. Vines, resigned. Richard Reed, manager, Liberty, becomes manager of the Post and director of advertising. Donald Parker, Post assistant, becomes manager, Granada. Frank Hamilton, East Sprague

assistant manager, becomes house manager, Liberty. Sylvester Rief, Granada assistant, resigned to start studying for the priesthood. Robert Fiebiger continues as manager of the East Sprague Drive-In.

Seattle department stores and theatres will stage their annual back-to-school theatre party tomorrow (Sept. 3) at the Fifth Avenue, Liberty, Orpheum and Paramount. Featured on the programs will be a full length western movie, a personal appearance of a top-flight western star, and cartoons and short subjects. Department stores sponsoring the movie party are the Bon Marche, Frederick and Nelson, MacDougall's, J. C. Penney and Rhodes and Nordstrom's Shoe Store.

M. M. Mesher, formerly with Evergreen as district manager and more recently in the advertising business, has resigned to manage the new Paramount in Portland. . . . Returned vacationers include Jerome Perry, Sterling Theatres' head artist; Margaret Englen, Columbia biller, and Clinton McFarland, Sterling's advertising and publicity director.

Harmon Matin, western representative, Royal Chrome Furniture, left for San Francisco and Los Angeles to attend exhibitor meetings on new theatre furniture. . . . Oscar Chiniquy, Seattle branch manager for National Theatre Supply, was in Spokane relative to wide screen and stereophonic installations, and salesman Harry Plunkett returned from Portland, where he had been working with Carl Mahne on the installation of a wide screen in the Oriental.

Ted Gallanter, MGM's regional field man, was up for a week from San Francisco. . . . Paramount's western division manager G. A. Smith, Los Angeles, was in. . . . Vic Gauntlett, Evergreen's advertising director, is back at his desk after a week's vacation. . . . Sammy Siegel, Columbia exploiteer, returned after a trip to Denver and Salt Lake City.

Prize winners of the fifth and sixth flights in the annual Film Salesmen's Golf Tournament, Portland, were Zollie Volchok and Jack J. Engerman, Northwest Releasing Corporation. Other Seattleites who attended were the George DeWaides and Bud Shearers, B. F. Shearer Company; the Cecil Thompsons, National Theatre Supply, and the Butch Leonards, United Artists.

Gay Dawn, star of "Everybody's Girl," has been making personal appearances at Meakim's Rivoli. . . . The Orpheum marked its 26th anniversary. . . . Sterling held their annual fall meeting at the Olympic Hotel. The all day session and luncheon was attended by the local and out-of-town Sterling employees.

There are some new faces around the Paramount office: Sharon Squibb is the new switchboard operator; Norma Holt is a new contract clerk; Marie Reynolds in on the ledger desk; Carol Shaw is the new biller, replacing Dorothy Osmund; Donna Osborne replaces Barbara Roetzler as picture report clerk.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Herman Hunt, Chief Barker, Tent Three, Variety Clubs, has appointed the following committee chairmen for the annual "Old Newsboys Day" on Sept. 22: general co-chairmen, Vance Schwartz, Edward Salzberg and Hunt; publicity, Noah Schechter; radio and television, Harry Hartman; theatres, Nat Kaplan; old newsboys, Sol Greenberg; zoning, distribution and transportation, Hays McGowan; districts, Harold Moss; buildings and corners, Wess Huss and James McDonald; neighborhood sales, Jack Kauffman and Morton Perlman; advance pledges, Rube Shor and Vance Schwartz; printing, Arthur Van Gelder; accounting, David Staadeker; membership and speakers, Robert McNab; out-of-town members, E. M. Booth; recruiting workers, Milton Gurian; speakers, Mrs. Robert McNab; industrial plants and unions, Herman Hunt, and awards, William Shane. With the three local daily newspapers cooperating, this year's goal is \$40,000 for the club's Foundation for Mentally Retarded Children.

Here to inspect his firm's properties, J. J. Shubert ordered a \$15,000 renovation job in the Cox, and indicated the adjacent Shubert will house live shows at the expiration of the current RKO lease.

Away on business were Rube Shor, president, S and S Amusement Corporation, to Washington, D. C.; Robert McNab, 20th-Fox branch manager, to Springfield, O.; Jack Kauffman, 20th-Fox sales manager, and George A. Kirby, Republic branch manager, to Columbus, O.; Edward Salzberg, Screen Classics, to Kentucky points; Murray Baker, IFC district representative, in West Virginia, and R. A. Guettler, district manager, Manley, Inc., to Cleveland and other northern Ohio points.

Vacationing were Frank W. Huss, president, Associated Theatres, in Montreal; Kenneth Broadwater, manager, Highland, Fort Thomas, Ky., in California; Charles Goodwin, Columbia booker, in St. Petersburg, Fla.; Harris Dudelson, Lippert division manager, at Cumberland Lake, Tenn.; Barbara Hooley, UA contract clerk; Walter Watson, Allied Artists booker; Mariene Harmon, MGM clerk; Mike Berger, MGM office manager; Lois Raab, Republic biller; Shirley Booth, 20th-Fox clerk, and Ottilia Becker, U-I bookkeeper.

Exhibitors in were Charles Scott, Vevay, Ind.; James D. Hughes, McArthur, W. Va.; Moe Potasky and Carl Pfister, Troy, O.; Allan Warth and Lou Wetzell, Dayton, O.; Frank Yassenoff, Columbus, O.; Milton Strauss, New Westerville, O.; Paul Orebaugh, New Vienna, O.; James Denton, Owingsville, Ky.; Raymond Scott, South Shore, Ky.; Robert Dinkle, Raceland, Ky.; Mrs. Gilbert Ogden, Warsaw, Ky., and James B. Howe, Carrollton, Ky.

The annual Variety Club golf tournament at the Kenwood Country Club was one of the most successful ever held, with more than 300 participants. Hayes McGowen and Richard Rosenfield were the capable co-chairmen.

Wilbur Snaper, president, National Allied, and Abram Meyers, National Allied counsel, were to be the principal speakers at the annual convention of the West Virginia Allied Theatres Association on Sept. 1-2 in the Matz Hotel, Bluefield, W. Va.

Recent Film Row visitors included Meyer Adleman, Philadelphia, Pa., president, States Film Service; Marvin Samuelson, Warners' Pittsburgh office, and Jack Haynes, Northio Detroit office. . . . Also visiting friends here was Robert Doppes, now in the Navy, and formerly a U-I student booker.

On the first anniversary of Tunick Releasing Company, Inc., its president, Gene Tunick, was presented by his office staff with a cake topped with one candle.

Bowling as a team, Marie Donelson, Screen Classics, and Lucy Oelschlager, National Screen clerk, finished second in the summer matches of the Northside ladies bowling league.

William Woodruff, air force technical sergeant, visited with his mother, Margaret Woodruff, Columbia head booker, while he was on furlough after 14 months in Labrador. . . . Mary Catherine Becker, UA cashier, has set Nov. 21 as the date of her marriage to Robert St. Clair, an inspector at the General Electric plant here.

Nelson G. Trowbridge, manager, Shubert Theatre interests here for 20 years, died at his home of a heart ailment. He was 73. He managed the Murat, Indianapolis, before coming here to take charge of the Cox, Shubert and Taft.

Cleveland

Oscar Ruby, Columbia branch manager, and salesman Bill Gross, Leonard Steffans and Jack Bruckner feel justified in asking exhibitor support in the company's Sept. 11-17 Jubilee Drive, by virtue of their combined 75 years service with the company. Ruby has been a

Columbia branch manager in Milwaukee and Cleveland for 25 years. Gross and Steffans started as shippers and advanced to bookers and salesmen through 25 years and 18 years respectively. Jack Bruckner, with a 10 year Columbia background is a comparative newcomer.

During the past week, two theatres re-opened and one closed. Re-opened are the Mayfield, Cleveland, and the Civic, Fostoria. Closed is the Standard, Cleveland, which holds an important place in local movie theatre history. It was the first Cleveland theatre built especially to exhibit motion pictures. It was the deluxe house of its day. For the past recent years it has been a grind house and lately was open week-ends only.

David Sandler, president, Theatrecraft Manufacturing Corporation, has placed on the market an all aluminum magazine for large 5500 foot reels, with a five year guarantee against damage under ordinary use. Both upper and lower magazines are available either through theatre supply dealers or direct from Theatrecraft, 1878 East 18th St., Cleveland.

Millard Ochs, manager, Warners' Strand, Akron, O., is back from a vacation in North Carolina, where he was involved in the recent coast hurricane. . . . Selby Engineering Company, Akron, is now making a new type frame for panoramic screens used in drive-ins. Each frame is custom made and engineered to fit individual situations. First installation in this area was made at Shane's Drive-In, Andover, to replace the tower damaged by the spring tornado. It is built for a curved panoramic screen 65 feet by 54 feet to be used for CinemaScope, 3-D or any other new type of film presentation. Shane Drive-In is owned by Mrs. McCrone, but is leased to Frank J. Slavik, who also operates the Mumac, Middlefield; Palace, Tiltonsville; Dianna, Rittman, and the Belvedere Drive-In, Painesville. . . . William Eckert, former Schine district manager, opened his modern 450-car Ashland Drive-In, Ashland. It is equipped for 3-D and wide screen presentation.

Ernest Sands, recently appointed Warner branch manager, hopes to win the "Ernest Sands Testimonial Drive" prize. Drive opened Aug. 30 and ends Dec. 26. Exhibitor cooperation will be greatly appreciated, Sands says. . . . Elmart Theatres, Inc., headed by Elmer Lux, has installed 3-D equipment in the Civic, Fostoria, which opened last week.

David "Dan" Rosenthal, United Artists' branch manager, is on leave for several weeks while he recovers from surgery at Euclid Glenville Hospital.

Lorraine SUPER-CHARGED
ORLUX Carbons

for

3D or

Panoramic Projection

- INTENSIFIED LIGHT
- INCREASED STEADINESS
- UNIFORM DISTRIBUTION
- COOLER BURNING

CARBONS, INC. BOONTON, N. J.

. . . Lester Dowdell, Warner booker, ended his eight week forced stay at Doctors' Hospital and is convalescing at his home. . . J. Knox Strachan, former publicity director, Warner theatres in Ohio, has joined the Rappaport Studios. . . Marshall Fine, Jimmy Kalafat and Irwin Shenker found the fishing in Canada fine.

Ben L. Ogron, Ohio Theatre Supply Company, has installed panoramic screens in two Modern Theatres Circuit houses, namely the Vine, Willoughby, and the Berea, Berea. . . Margie Sarpolis is 20th-Fox branch manager I. J. Schmertz's new secretary. . . Joe Leavitt, charter member of Local 160, IATSE, and Marie Zellen, Detroit, were married on Sept. 1.

Henry Hellriegel, theatre contractor, made his first trip to the film building since his recent appendectomy. . . Mary Lou Weaver, secretary to Warner branch manager Ernest Sands, and a discharged patient of the Will Rogers Memorial Hospital, was in Saranac for her annual check-up.

Mrs. Howard Roth, widow of the former Paramount office manager, whose sudden death recently shocked the industry, has given up her home here to be with members of her family in Texas.

Detroit

Jerry Pickman, Paramount vice-president in charge of advertising, publicity and exploitation, spoke before a gathering of all managers of the Butterfield Circuit in Lansing, Mich. This marked the first time that all of Butterfield's managers gathered together for business discussions.

Caroll Puciato has concluded with Albert Dezel a distribution contract to handle through his local exchange "The Fighting Pimpernel," "Mr. Denning Drives North," and "Lady Godiva Rides Again."

Indianapolis

Manager Russell Brentlinger, RKO, was in Chicago, attending a managers' sales meeting. . . Mary Griffin, featured in Warners' "So This Is Love," was in for a round of promotional activity. . . Walter Wolverton, manager, Circle, had Sir Edwards, local stunt man, hang from the roof and extricate himself from a straitjacket at high noon to open "Houdini" with a bang. . . Trueman Rembusch, prexy, Allied Theatre Owners of Indiana, is summering at his Flat Rock lodge. . . With the opening of the Lafayette Road Drive-In, there are 14 in the immediate Indianapolis area.

Inspectress Verne Elmore was operated on at the Methodist Hospital, and her condition is reported satisfactory. . . Hervey Stevens is the new booker at Warners. He came from the MGM exchange. . . Mary Long, cashier, United Artists, is spending her vacation at home. . . The Community, Morgantown, Ind., has closed. . . Allen Bradley, operator, Ritz, Louisville, Ky., reports his new big screen an excellent success.

Exhibitors seen on Film Row were Matt Scheidler, Hartford, Hartford City, Ind.; Harry Van Noy, Van Noy, Middletown, Ind., and Keith McAllister, Theatre Drive-In, Jeffersonville, Ind.

P. K. "Bud" Wessel, States Film Service, was in supervising the installation of new 3-D inspection equipment. The equipment, costing approximately \$2,600, permits the inspection of 3-D prints by one inspectress, inspecting both right and left reels of the print in one operation. Up to this time inspection of 3-D prints has required the simultaneous use of two inspectresses.

In a recent bulletin, Allied Theatre Owners of Indiana urged continuing the campaign for complete elimination of the 20 per cent Federal admissions tax and suggested that an effort be made to make friends of those who may now be unfriendly; acknowledge and thank all who have given assistance in the campaign; compile a full list of clippings of news stories and editorials which have appeared in the area, and the identity and station connection of radio and TV commentators who have been critical or favorable. Also, it is asked that, for future reference, lists of local newspaper editors, editorial writers, columnists, film critics, etc. be compiled, along with one of local radio and TV commentators. This is for future reference. The group announced that their 1953 annual fall convention will be held at the Lincoln Hotel on Nov. 3-4 preceded by a board of directors meeting on Nov. 2.

Pittsburgh

The Fulton theatre building was sold to a local real estate syndicate. The Shea Circuit's lease on the property, however, does not expire for 10 years.

The Airport, located in the terminal building of the Greater Pittsburgh Airport, will change hands early in September. The theatre has been operated by Francis Milton since the opening of "the airport of tomorrow." The identity of the new owner has not yet been disclosed.

The latest multiple first run combination to be announced for the Pittsburgh neighborhood houses is Allied Artists' "Kansas Pacific" and "Torpedo Alley," set to open in 20 spots.

Theatre collections for the American-Korean Relief Drive are expected to reach a possible record high for the area, probably \$35,000.

Earl W. Wingart, 20th Century-Fox merchandising manager, was in to address a meeting of the Stanley Warner zone managers, at the William Penn Hotel. His talk centered on CinemaScope, "The Robe," and other upcoming productions from the company in the new photographic dimension process.

Governor John S. Fine signed a bill increasing the pay of the chairman of the Pennsylvania Board of Motion Picture Censors from \$5500 to \$6000 annually and the pay of the vice chairman and secretary from \$4500 to \$5000.

Ohio

Bellefontaine

Lewis Thompson, Schine's Holland, has a fall fashion show set on Sept. 10, with a department store sponsoring.

Columbus

Neth's State and the Linden are the first two local neighborhood theatres to install 3-D equipment. . . Hundreds of Columbus Dispatch and Ohio State Journal carriers were guests of Mrs. Ethel Miles at the Garden, Hudson and Drexel, neighborhood houses.

Walter Kessler, manager, Loew's Ohio, is vacationing. William Cox, assistant manager, Loew's, Indianapolis, is acting in a relief capacity at the Ohio during Kessler's absence. . . Gene Lockhart, veteran screen character actor, was in and was guest of honor at a press luncheon.

Thomas McCleaster, Cleveland district manager, 20th-Century-Fox, was a recent local visitor.

Pennsylvania

Altoona

Bud Allison, former manager, Rivoli, has given up show business in favor of an eighteen unit motel in Long Beach, Cal., which he recently purchased.

Fabian has reopened the Logan with the first run policy used at their Strand, which remains closed.

Joe Gould, district manager for Fabian Theatres, visited the Embassy and the Fabian.

Ambridge

Warren Beastor, coming from Lake Geneva, Wisc., has assumed his duties as the new manager of the Stanley Warner Ambridge.

Boswell

Charles Sheftic has purchased four bowling alleys. He expects to dismantle the Mary Lee and reopen the Sheftic.

Johnstown

Fabian's Embassy staged the local finals of the Mrs. America contest. Two years ago, Johnstown patrons proved their ability as "beauty" scouts when their choice went on to win the coveted national title.

Meyersdale

T. J. Cramblett tried a vaudeville show at the State, and results were encouraging enough for him to consider the possible use of live shows once a month during the fall and winter.

Scottsdale

John Bixler, Strand, has been enjoying a two week vacation in the nearby mountains.

Steubenville

The Paramount has been taken over by Skirbal Company, Cleveland, from Gamble Enterprises. An extensive remodelling job and installation of a 52 foot panoramic screen has been completed.

NEWS OF THE

Territory

Boston

Crosstown

The Boston Herald editorialized favorably on the transfer of "From Here To Eternity" from the book to the screen, slyly adding that "for the first time the picture shows, without wide screen, depth vision or any mechanical tricks, what it is that makes men choose and cling to life in a peacetime army; explains that though they may act as a unit, they still think and feel as individuals. These men and women have a dimension and a humanity that has nothing to do with Polaroid glasses, and the production itself has a maturity of approach that is as rare as it is commendable."

Three days after the boxoffice of the Palace, Lawrence, was held up and \$1960 taken, the youth who is alleged to have committed the crime was picked up at the Rockingham Race Track where he was sporting large bills. Guido Lunnello, manager, and the cashier were called out to the track to identify the youth, which they did.

Edward Lider, vice-president, Yamins Theatres, and Mrs. Lider held an informal family party for the sixth birthday of their eldest daughter, Jane, at the Hotel Statler Terrace Room.

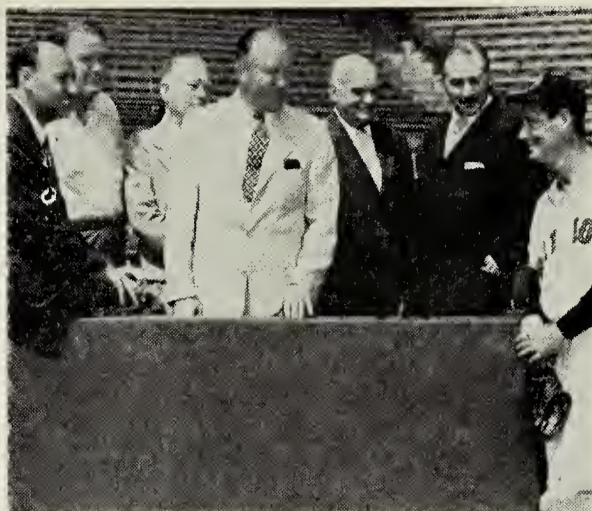
The sale of television sets in the area during the month of July brought the distribution here to more than 1,078,445, according to figures released by WBZ-TV and WNAC-TV. The current survey shows that this number is an increase of 9,031 sets over the previous month. The saturation point is near.

The first drive-in in New Hampshire to show 3-D films on its screen was the Starway, Somersworth, with the audience reaction favorable, according to owner Jim Sayer.

Recent visitors to Film Row were Ira Vincent and his mother, who operate four theatres in Vermont; Bill Sullivan, Enfield, Enfield, N. H.; Joe Flynn, Hampton, N. H.; Joe Rapalus, Majestic, Easthampton, Mass., and Clifford M. Morgan, a newcomer who has taken over the Caribou, Caribou, Me.

The Royal, Lowell, formerly operated by the Feldmans, has been leased to Edward Sokolowski and his brother-in-law, Henry Gaska, for six years. The 950-seat theatre will be remodeled. Gaska will be resident manager. Sokolowski, has operated the Capitol, Lowell, but closed it when the lease expired. At one time, he also operated the Park, Nashua, N. H., which is closed.

Leo Young, manager, Metropolitan, Providence, for the Snider circuit, was in the district with his young son, Donald.



Members of the Variety Club of New England and the Boston Red Sox recently gathered at Fenway Park to plan a \$100-a-plate dinner at the Hotel Statler to welcome home Ted Williams, with all proceeds to go to the "Jimmy Fund," Children's Cancer Research Foundation. Seen, left to right, are William S. Koster, VC executive director; Joe Cronin, general manager, Red Sox and co-chairman, 1953 "Jimmy Fund" drive; Martin J. Mullin, Foundation president and co-chairman, "Jimmy Fund" drive; Chief Barker Walter E. Brown; Rudolph King, Registrar of Motor Vehicles; Dr. Sidney Farber, Foundation scientific director, and Williams.

The industry was shocked to learn of the sudden death of Leonard A. "Skip" Dunn, former head, concessions department, New England Theatres, Inc., who died quietly in his sleep from a heart attack. He is survived by his widow and two brothers. Dunn had been with New England Theatres for 29 years but resigned in 1953 to go with Deran Confectionery Company, where he was assistant sales manager.

James A. Michener, author of "Return To Paradise," met Boston film critics and drama and book editors and revealed that he has completed four other stories for which contracts are under negotiation with motion picture studios. MGM has finished his "Jet Pilots in Korea" and Paramount is working on his "Tokori," while another story, "Until They Sail," is being negotiated for.

Film District

The 20th-Fox office from James Connolly, manager, down the line is getting ready for the Al Lichtman Testimonial Drive which runs from August 30th to October 3rd. John Feloney, sales manager, has been traveling in upper New England with salesmen Stan Young, Ed Michaelove and Johnny Pekos for that extra push on bookings and playdates. Phil Engel, publicist, has been lining up the campaigns and has completed three big promotions. One is "Mr. Scoutmaster," which had a radio-TV saturation backing of Terry Turner and Tele-radio, Inc. Another is 20th-Fox's first 3-D film, "Inferno," and the third is the highly-touted musical, "Gentlemen Prefer Blondes."

Peggy Flemming, Quincy, bookkeeper at Embassy Pictures Company, was married to Paul Mahoney, South Boston. After a honeymoon in Canada, Peggy will return to her desk at Embassy. The couple will live in North Quincy.

Image and Sound Service has installed 3-D equipment in ten out of the eleven theatres of B and Q Associates and in the following E. M. Loew houses: E. H. Loew's Hartford; Winchester, Winchester; Dorchester, Dorchester; Center, Brockton; Center, Pawtucket, and Ware, Beverly.

When John G. Moore was promoted to the newly created post of Paramount assistant division manager for Boston, New Haven, Albany and Buffalo, his position as branch manager was taken by Jack Brown, a former salesman. At the same time, John F. "Jack" Gubbins was upped from salesman to sales manager, while a new man from New York, Howard A. Eisenman, was brought on to be the salesman for the Maine territory. Moore will continue to make his headquarters in Boston.

Mrs. Joe Rahilly, wife of MGM's salesman, has returned to her home from St. Elizabeth's Hospital where she underwent an appendectomy.

Charlie Fish, engineer with Capitol Theatre Supply, whose specialty is supervising the building and installing of drive-ins, has been a busy man. Two new drive-ins which he has been handling have opened their gates in Maine, the Belfast, a 300-car ozoner built for the Kursons of the Graphic circuit, managed by Darryl Moore, and the St. Croix Valley Drive-In, Baring, Me., near the Canadian border, accommodating 400 cars, and owned by three local men from Calais, Dr. Thomas, Al Nason and Clarence Baldwin, with the latter acting as manager.

New Haven
Crosstown

Ann Robinson, Paramount star, was in on behalf of "The War of the Worlds" at Jim Darby's Paramount.

Wide screens are starting to get set in the nabe houses. The Dixwell, Lawrence, Howard and Rivoli have already received the screens and are awaiting the installations.

Bernie Goffin, Crown manager, returned from vacation and was at work with publicity angles for "Lili." . . . Attorney Lawrence C. Caplan, Fishman Theatres, went up to Niagara Falls with his family for a vacation. . . . Kenny Fields, Rivoli, was back from vacation.

The Dixwell marquee was getting a redecorating job. . . . Irving Hillman's Roger Sherman had another Saturday night Hollywood sneak prevue.

Funeral services of John J. Hesse, 51, district manager, SW Theatres, who died suddenly at his home, were held from the Celentano Funeral Home. Born in West Roxbury, Mass., Hesse first managed the Paramount, Athol, Mass., and then the Capitol, Springfield. He first came to New Haven 17 years ago as manager, Roger Sherman, and was then elevated to be district manager. He was married to the former Helen Murphy, Worcester, Mass., and is survived by her and by a son and daughter. He is also survived by



Among those seen at the recent "Jimmy Fund" \$100 per plate welcome home dinner to Ted Williams, Boston Red Sox, at the Hotel Statler, Boston, Mass., were Williams greeting Ted Fleisher, president, Interstate Theatres; Williams with Edward Fay, Providence, R. I., dean of New England exhibitors, and Meyer Stanzler, Rhode Island exhibitor; John Moore, Paramount district manager; Jerry Govan, New England Theatres, Inc., head booker; Hugh Owen, Paramount division manager;

Stanzler, and Harry Feinstein, Warners executive from New Haven, Conn.; Harry Browning, New England Theatres; Ed Sullivan, who was toastmaster; Edward "Teddy" Kennedy, son of former Ambassador Kennedy, who presented a generous check to the Jimmy Fund from the Joseph P. Kennedy, Jr., Foundation; Martin J. Mullin, president, Children's Cancer Research Foundation, and Williams. All proceeds of the affair went to further cancer research.

his mother and a brother. Pallbearers at his funeral were James Bracken and James Totman, SW New Haven zone; James McCarthy, Strand, Hartford, Conn.; Nick Bricketes, Garde, New London, Conn.; Joseph Miklos, Embassy, New Britain, Conn., and Joseph St. John.

The co-operation of the Variety Club of Connecticut, New Haven Tent 31, and The New Haven Register made the Register Fresh Air Fund boxing show at the West Haven Municipal Stadium one of the most outstanding athletic events in many months. Attendance was 3500. Sam Wasserman, general chairman, was given fine assistance by a good committee. Lending a hand were Sam Germain, Joe De Francesco, Bob Hoffman, John Pavone, Henry Germain, Harry F. Shaw, Barney Pitkin, George Weber, Harry Feinstein, Earl Wright, and Sam Zipkin.

Mayor William C. Celentano has signed a statement supporting the "Jimmy Fund" drive to be held here Sept. 1-15. "Jimmy Fund" containers will be placed in hundreds of business places, including stores, restaurants, theatres and hotels, and there will be a tag day in the downtown section. Co-chairmen of the campaign are James E. Darby, manager, Paramount, and Irving Hillman, manager, Roger Sherman. Harry Feinstein, zone manager, SW Theatres, is state chairman.

In Middletown, Conn., Sal Adorno, Sr., general manager, M and D Theatres, celebrated his 74th birthday. All Film Row joins in congratulating this veteran of New England exhibition circles.

Meadow Street

The news of John Hesse's passing recently brought condolences to the Stanley Warner executive's family from many people.

During the summer vacation months, theatres have run kiddies shows mid-week, in addition to the weekends and the idea has provided extra revenue. Theatres having Kiddies Matinees were the Cameo, Bristol; Garde, New London; State, Torrington; Elm and Eastwood, Hartford area. . . . The Oak, Oakville, will operate on Fridays, Saturdays and

Sundays when it re-opens under new management.

Joe De Francesco, Cheshire, Cheshire, after five weeks in Florida and Block Island, is back at his theatre chores. . . . Film Employees Local F-41 had a meeting . . . The Business and Professional Women's Club of New Milford had a benefit show at the 20th Century, New Milford. . . . The Strand, Plainville, closed for the Firemen's Convention, but re-opened for the regular evening performance that day.

The Boys Social and Athletic Club of Sandy Hook had its annual benefit show at the Edmond Town Hall. . . . John Pavone, Allied Artists branch manager, returned from a three day convention held at the Drake Hotel in Chicago.

Exhibitors in the area are showing their whole hearted support in the tribute to Adolph Zukor on his 50th anniversary in the business by booking Paramount features, shorts and news, according to Henry Germaine, Paramount branch manager. . . . Manager Don Felix, Beverly, Bridgeport, was a vacationist.



At the Variety Club of New England's recent "Day At The Races" at the Narragansett, R. I., Race Track, F. I. Wright, owner of "Elliott A," the horse that won the Variety Club Handicap, was presented with a trophy by chairman Albert Clarke, former exhibitor of Providence, R. I., while Bill Koster, executive secretary, Variety Club of New England, and Judge Dooley, Narragansett Race Track, looked on. Judge Dooley hosted the members at the club house.

Circuits

Loew Poli

Bob Carney, Poli, Waterbury, had nice lobby display, music store tieups and other angles for "Gentlemen Prefer Blondes." . . . Matt Saunders, Poli, Bridgeport, received an interesting story and picture for "Mr. Scoutmaster," using a dog idea for the publicity tieup. . . . Ernie Gilbert, Poli projectionist, Bridgeport, was a Saratoga vacationist. . . . Publicity director Lou Brown's daughter, Shirley Lou, will enter Quinnipac College. . . . Division manager Harry F. Shaw was busy around the circuit.

Stanley-Warner

The SW Tri-State Meeting at the Waverly Inn, Cheshire, was postponed from August 20th to August 27th because of the death of SW district manager John Hesse. For the 27th get together, SW executives were in from New York City.

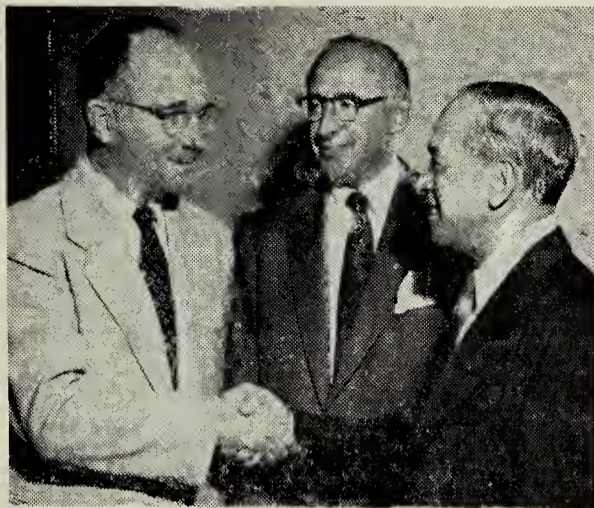
Variety Club Tent 31, New Haven

The recent Register Fresh Air Fund Boxing Show received quite a bit of publicity and was a success. . . . Monthly meetings of the Tent will be held the first Monday of each month. . . . The September meeting was transferred to the 14th because of Labor Day.

Connecticut Hartford

General Theatres, Inc., West Hartford, a newly-formed Connecticut corporation, listing as principal officers Morris Keppner, partner in the Burnside Theatre Corporation, East Hartford; Helen E. Keppner, Louis Lipman and Pauline P. Lipman, field a certificate of incorporation with the West Hartford Town Clerk's office. The new concern has an authorized capital stock of \$50,000, divided into 500 shares of \$100 par value each. The firm is beginning operations with capital stock totaling \$2,000.

Sam Harris, partner in the State, and Mrs. Harris returned from a three-month vacation trip to Europe. . . . Sal Adorno, Jr., head of M and D Theatres, operat-



James Michener, author, UA's "Return To Paradise," was greeted recently by Harry Segal, UA branch manager in Boston, while Dan Finn, managing director, Astor, where the film is playing an extended engagement, looked on.



Among those present at a recent reception and dinner held in honor of Mr. and Mrs. Robert R. Portle at the Hotel Sheraton, Worcester, Mass., in honor of their 50th wedding anniversary and Portle's 51st anniversary in the theatre business, were, from left, Lew Brown, publicity chief, Poli New England Theatres; Mayor Holmstrom; the Portles, and Harry T. Shaw, division manager, Poli New England Theatres.

ing the Palace, Middlesex and Capitol, Middletown, is noting his 74th birthday.

Henry Youmatz has been named manager, Sky Vue Drive-In, Torrington. He is a nephew of Vincent Youmatz, manager of the Torrington Drive-In, that city.

Barney Tarantul, partner, Burnside Theatre Corporation, and Mrs. Tarantul are observing their 30th wedding anniversary. . . . Warners' release, "Island in the Sky," was sneak previewed at the Strand. The Allyn previewed Paramount's "Roman Holiday." . . . Ray McNamara, Allyn, and family, checked in from Cape Cod, Mass.

Connecticut exhibitors were heartened by an announcement from the Connecticut State Development Commission that business in the state had achieved its highest level in history in the first six months of this year and that "the present momentum would carry business well into 1954 at a high level."

Loew's Poli is first downtown Loew's Poli house to install wide-screen facilities. Area theatres with new facilities now include Stanley Warner Strand, Poli, Hartford, and Hartford Theatre Circuit's Central, West Hartford.

Norwich

Joseph S. Boyle, manager Loew's Poli, tells of of an interesting incident that took place in connection with his first wide-screen program, "Gentlemen Prefer Blondes." After seeing the film, a woman patron, a deaf-mute who has not missed a program for the past 12 years, excitedly collared the assistant manager in the lobby, and indicated by signs and scribbled notes that the bigger picture enabled her to follow dialogue better by reading the lips of the cast.

Joseph S. Boyle, manager, and Tillie Pysyk, assistant, Loew-Poli, promoted a Norwich Bulletin contest on "The Band Wagon."

Massachusetts Lynn

Frank N. Kelley, formerly of the Paramount staff and now manager, Colonial, Haverhill, Mass., and family were in the White Mountains on their

vacation. . . . Harry Levine, Capitol, and Mrs. Levine went to Niagara Falls, N. Y., and Warren Oatley went to Norfolk, Va., to see his son.

When "A Queen Is Crowned" started its 11th week at the Exeter Street, it broke the long run record held previously by "Kon-Tiki."

Springfield

Dr. John C. Ayres, Springfield Health Commissioner, will have a check made of theatres to find out what procedure is used in connection with 3-D glasses, although he believes the only type used are of the throwaway variety.

The press dinner for Barbara Ruick, here in behalf of "The Band Wagon," was attended by Mr. and Mrs. Robert Portle, the latter subbing at Loew's Poli, as part of their 50th wedding anniversary observance. Metro's Arthur Canton and Lou Brown, Loew's Poli, were hosts.

Maine

Boothbay Harbor

Fred Allen and his wife were getting some peace, quiet and salt air during their extended stay at Newagen Inn. They visited frequently with his friend, George "Doc" Rockwell.

Portland

Local store is running a tie-in with the Portland Drive-In. For six weeks, tickets are being given at the store with each purchase and winning tickets are drawn Mondays. A local radio disc jockey is appearing there weekly.

Free passes have been given for "Cruisin' Down the River," Strand, through picture identification in the local newspaper.

Josephine Hull, an old timer in the theatre, is here for her annual visit for the 47th year. . . . All those connected with Maine's summer theatres were given a blanket invitation by Nat Silver, manager, Strand, to attend a showing of "The Moon Is Blue."

Windham

The Windham Drive-In recently offered the attractive price of a dollar a carload.

New Hampshire Franklin

Paul Barker, manager, Regal, placed "Jimmy Fund" collection containers in stores. He is one of three men in charge of the drive which ends on Sept. 12. Everything pointed toward a bigger return than last year.



Shown above is the Variety Club of Connecticut, Tent 31, committee which sponsored a semi-pro boxing program for The New Haven Register Fresh Air Fund at West Haven's Municipal Stadium. Seated, left to right, are matchmaker Charley Brown, John Pavone, State Athletic Commissioner Frank Cerlanek, Rudy Frank, Henry Germain, and Chief deputy Murray Corker, and standing, left, is Sam Wasserman, acting Chief Barker and general chairman of the program. Others standing, left to right, are Hy Levine, Sam Zipkin, Sam Germain, Sal Giacobbe, Jim Higgins, Bob Hoffman, Bridgely Weber, George Weber, George Reilly, and Larry McNamara.

Cancer strikes one in five

Strike back

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars strike back at cancer when you give them to the American Cancer Society.

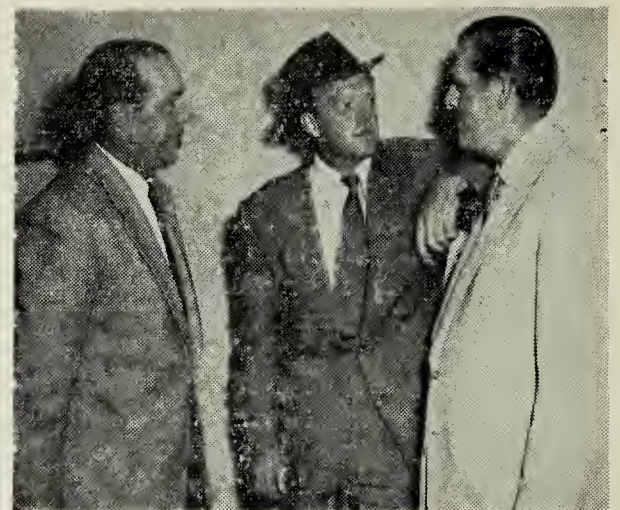
Send your gift today by mailing it to "Cancer" care of your local post office.

Give to conquer cancer

American Cancer Society



Seen at the recent annual MPTO of Connecticut golf tournament at Racebrook Country Club are Charles "Chick" Lewis, I. J. Hoffman, George Dembow, Si Fabian, Harry Feinstein, Sam Rosen, Herman M. Levy, Harry F. Shaw, and Allen M. Widem.



Visiting New Haven, Conn., recently Van Heflin, star of U-I's "Wings Of The Hawk," dropped in at the local U-I exchange, where he is seen with Carl Reardon, branch manager, left, and Walter Neilson, program manager, WNHC, right.

They're Helping, Too

(More theatres aiding the "Jimmy Fund" drive are listed. Editor)

Gorham, Playhouse, Felicien Lacroix. Greenville, Moorehead, William E. Hathaway.

Island Falls, Opera House, T. Pettengill.

Keezar Falls, Playhouse, Felicien Lacroix.

Lesbon Falls, Met, G. E. Neagle. Madawaska, Modern and State, W. Bowes.

Mattawaunkeg, Cameo, O. Beaulieu. Millinocket, Millinocket, Glen Wheaton. Milo, Milo, Philip G. Bradan.

Newport, Playdouse, E. Robert Gorten. Portland, Capitol, F. Clements; Civic, Harry Zietz; Maine, Larry Capillo; New Portland, F. Stone.

Waterville, Opera House, Dana H. Parent; State.

Wells Beach, W. B. Casino, F. Foss. York Beach, Beach, James Leavitt. York Harbor, Harbor, L. Bridgham.

New Hampshire

Bethlehem, Colonial, A. McLaughlin. Charlestown, Town Hall, S. Blodges. Claremont, Latchis, S. D. Latchis; Magnet, Robert Zerinsky. Concord, Concord, Theresa Cantin.



These models with a portable radio attracted plenty of attention as street bally for MGM's "The Band Wagon," Loew's Poli, Hartford, Conn., in a tieup effected by Norm Levinson with "The Band Wagon" show on WONS.

Durham, Franklin, A. P. Stewart. Enfield, Enfield, William Sullivan. Hanover, Nugget, A. Brant.

Keene, Keene and Latchis, S. D. Laconia, Colonial and Gardens, J. Latchis; Scenic, R. Zerinsky. Smith Management Company.

Westbrook, Prides Corner, Aradis Tranian.

Yarmouth, Yarmouth Drive-In, J. B. Packard.

Lebanon, Opera House, Doris C. Mollica.

Lisbon, Playhouse, C. F. Richmond. Littleton, Jax, Jr., A. P. McLaughlin.

Milford, Latchis, S. D. Latchis. Newport, Latchis, S. D. Latchis.

Vermont

Barton, Memorial Hall, A. Caron. Brattleboro, Latchis, S. D. Latchis.

Bristol, Colonial, John S. Sherwin. Hardwick, Idle Hour, C. R. Rowell.

Orleans, Auditorium, A. Caron. Rutland, Grand, L. Bridgham; Joy, Edith L. Robinson.

Waterbury, Tegu's Rialto, Roland W. Fordham.

Rhode Island

Centerdale, Community, T. Rosenblatt. East Providence, Hollywood, E. Bomes.

Newport, Paramount, John Vieras. Pawtucket, Broadway and Darlton, C. J. Currie.



Marcia Henderson, U-I star, who appears in "Thunder Bay," is touring key cities on behalf of advance promotion for the film, and is seen in Boston recently at the RKO Keith Memorial with manager Ben Domingo.

NEWS OF THE

Territory

New York City
Crosstown

The "Three Girls From Rome" fashion show of Fontana collections, which IFE is flying over from Rome in connection with the September release of the American-language picture, will have its first public presentation as the highlight of the Arnold Constable 128th anniversary on Sept. 14. The show will introduce to the American public Italy's three top fashion models, Luisa, Elsa, and Iris, who appear briefly in "Three Girls from Rome." The girls are scheduled to arrive from Rome via LAI, and IFE's publicity and promotion corps is planning a series of personal appearances, television appearances, and newspaper and magazine interviews during the week preceding the Arnold Constable show.

20th Century-Fox's "The Robe" will be the center of attention in all of Bonwit Teller's windows between Sept. 8 and 15, heralding the picture's Roxy world premiere on Sept. 16.

Berk and Krungold, realty brokers, consummated a long-term lease on the 3,000-seat Strand, downtown Brooklyn, owned by Fabian Enterprises, Inc. The new tenant is a corporation headed by Goldman and Sanders, who operate Spanish language theatres in the metropolitan area.

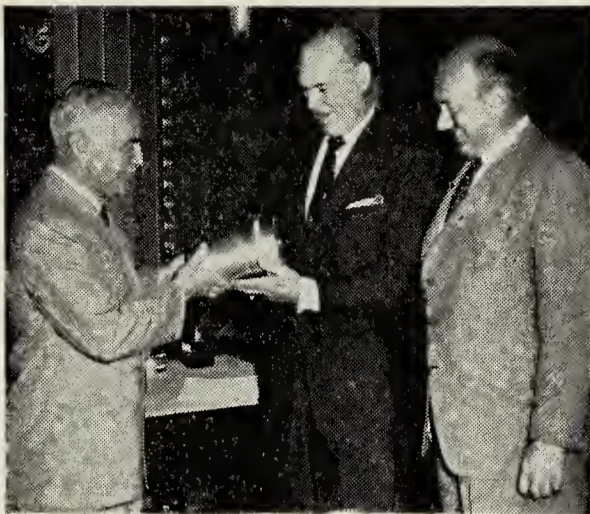
The New York Variety Club Foundation to Combat Epilepsy, Inc., is sponsoring a drawing for two Cadillac "62" sedans, it was announced by William J. German, Foundation president. The drawing will be held on October 1 at the annual New York Variety Club Golf Tournament at the Westchester-Biltmore Country Club in Rye, N. Y.

Beautiful society hostesses poured from an exact replica of Queen Elizabeths' own silver tea service in front of the Baronet for the "Tea and Crumpet Premiere" of Warners' "The Beggar's Opera." Beth Holland, ABC commentator, interviewed the important celebrities led by Sir Gladwyn Jebb and Henry Cabot Lodge, Jr., U. N. delegates.

P. O. Wilschke, operating manager, Altec Service Corporation, has announced the issuance of a special bulletin dealing with CinemaScope to all members of the company's technical field staff. Timed to coincide with 20th Century-Fox's accelerated pace of CinemaScope installations, the Altec bulletin, covering eight pages of technical data provides information concerning installation and adjustment of the new process.

Sid Kramer, RKO shorts subjects manager, has returned from New Orleans.

H. M. Bessey, executive vice-president, Altec Service Corporation, has finished a trip which has taken him to Chicago,



Dick Dickson, center, National Theatres executive, recently received the first CinemaScope lens for the Roxy, New York City, world premiere of 20th-Fox's "The Robe." Looking it over are Earl I. Sponable, research director, 20th-Fox, and Charles Einfeld, 20th-Fox vice-president. The premiere is set for Sept. 16.

Minneapolis, Seattle, Portland, San Francisco and Los Angeles, and which included meetings with Altec central division manager F. C. Dickely, and D. A. Peterson, western division head.

The Criterion announced that Mrs. Mollie Goldberg, Brooklyn, was the winner of the Winter Musette piano, grand prize in the contest conducted by the theatre in conjunction with the recent engagement of Columbia's Technicolor Stanley Kramer production, "The 5,000 Fingers of Dr. T."

Stanton Griffis, chairman of the Paramount Pictures executive committee and former U. S. Ambassador to Spain, was en route to Madrid last week aboard the U.S.S. Constitution for several weeks of vacation.

Norton V. Ritchey, Monogram International Corporation, president, returned last week from a trip to London, where he conferred with Associated British-Pathé executives. He reported widespread trade enthusiasm in England for Allied Artists' first 3-D feature, "The Maze."

The Laffmovie reverted to Brandt Theatres, the original owners, last fortnight. Martin Levine, Brandt executive, stated that the theatre's name will be changed to the Empire, will have extensive refurbishing, and will be operated with a policy of exploitation films.

A "golden bridge of light," formed in the sky over Broadway by four huge three-billion candlepower searchlights have been obtained by 20th-Fox to bathe Times Square in a golden aura for the Sept. 16 gala invitational premiere of the first CinemaScope production, "The Robe." The quartet of giant lamps, bracketing Seventh Avenue near the Roxy, where the film will debut, together generate one-tenth the light of the sun. Provided the weather is clear rays from the lights, specially developed by the Publicity Searchlight Company, will be seen as far away as Westport, Conn.

B. R. Schrift, president, MacDonald Films, announced the election of Jean

Dalrymple to the board of directors. Miss Dalrymple is co-director of the New York City Center with Jose Ferrer, and is the wife of Major General Philip DeWitt Ginder, now assigned in Korea.

The Roxy in a salute to scouting issued courtesy tickets to boy scouts, girl scouts, cub scouts, campfire girls, which when presented with 50 cents were good for admission to see "Mr. Scoutmaster."

Marking the first time that a group of circuits have teamed to publicize the opening of a motion picture, five leading chains with some 200 houses in New York, Westchester, and New Jersey are set to program trailers heralding 20th-Fox's "The Robe," Roxy. Commencing over the Labor Day weekend, RKO, Skouras, Randforce, Brandt and Walter Reade theatres will join in the running of the cross-plug trailers.

Robert S. Benjamin, chairman of the board, United Artists, returned from London. . . . Dennis O'Keefe, who stars in United Artists' "The Fake," arrived en route to England.

New Jersey
Asbury Park

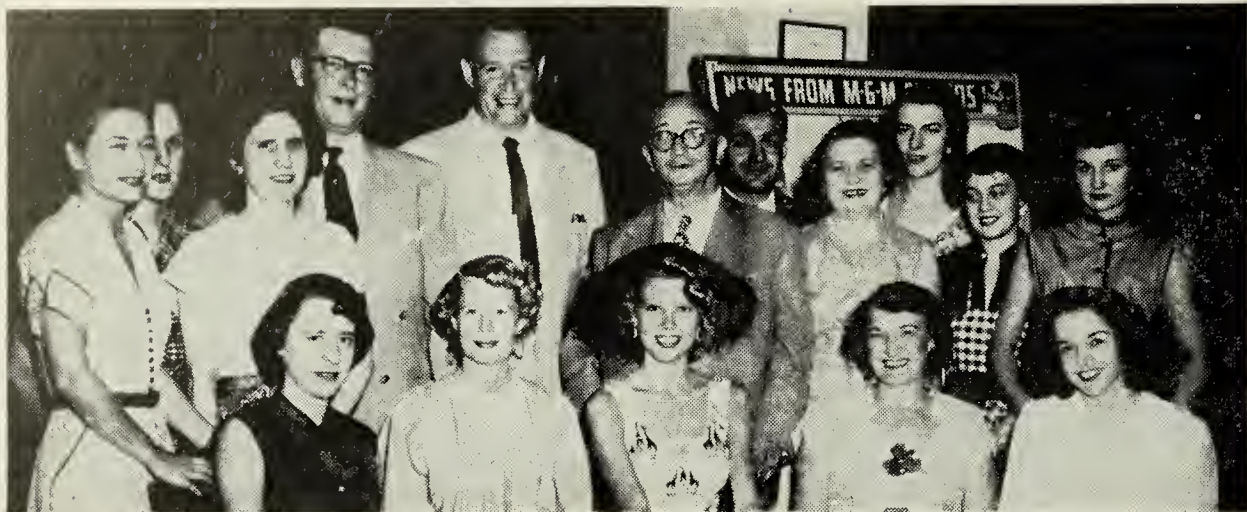
A false front, utilizing cutout figures for the marquee in place of the normal letters, was utilized by Bob Hynes, city manager, Walter Reade Theatres, for "The Band Wagon," St. James. Assisted by Jules Stern, house manager, Hynes also dressed up a jeep with 24-sheet cutouts to have a "bandwagon" to tour the beachfront areas, and tied up most of the community's music shops for displays.

Newark

New giant screens are being installed in many of the Stanley Warner theatres and the Wellmont, Montclair. . . . Bernard Silverman, manager, Branford, gave away a thousand bottles of Dark Brilliance perfume to the first thousand women attending the opening of "Salome."

Harold Minsky, owner and manager, reopened the Adams as a burlesque house. The theatre has been refurbished and air conditioned, seats 2000 and is the largest theatre in America furnishing burlesque entertainment.

Evelyn Reardon, secretary at Stanley Warner, vacationed at Lavalette, N. J. . . . The Stanley Warner Jersey zone meeting was held at the Robert Treat Hotel with SW executives present, and some 40 theatres represented.



Barbara Ruick, MGM starlet, on tour in behalf of MGM's "The Band Wagon," recently visited the MGM Buffalo branch office, and is seen with the personnel, standing, left to right, Betty Kaye, booker; June Johengen, secretary; Edith Templeton, biller; Jack Mundstuk, resident manager; Ed Susse, salesman; Abe Harris, salesman; Steve Pirozzi, student salesman; Mary Golibersuch, cashier; Florence Roberts, availability clerk; Donna Andersen, stenographer; Shirley Graf, telephone operator, and, sitting, left to right, Mary A. Hoffman, stenographer; Margie Onions, boxoffice statement clerk; Miss Ruick; Mary Bischoff, secretary, and Virginia Callahan, booker.

**New York State
Albany**

Dean Martin and Jerry Lewis made a one day appearance at Fabian's Palace. Polly Bergen and Dick Stabile's Orchestra topped the supporting stage performers. Prices were advanced.

Paramount advertised "The War of the Worlds" dates in 50 theatres of the Albany exchange district via an insertion in Sunday Times-Union. Ann Robinson, who appears in the picture, was in for press and radio interviews. She broadcast on "Luncheon At the Ten Eyck" over the Schine-owned station WPTR, with Ken Parker.

Industry visitors at Saratoga for Saturday racing included Neil Hellman, Hellman Theatres, Albany and Philadelphia, Pa.; Gus Lampe and Howard Antevil, Schine Circuit, Gloversville; Arthur J. Newman, Republic branch manager; Arthur Hermann, Variety Club member, and George B. Chelius, Jr., manager of Schine's Ten Eyck Hotel, Albany. Other attendees were Leonard L. Rosenthal, counsel and adviser on film buying, Upstate Theatres, Inc., and George Pugh, manager, Rialto, Glens Falls.



Steve O'Brien, manager, Schine's State, Hamilton, recently staged a successful "Community Jamboree" in connection with MGM's "The Band Wagon" at which visiting Barbara Ruick was named "queen." a sidelight of the affair had Leonard George Shaw III, first baby born in Community Memorial Hospital, seen resting sleepily in Miss Ruick's arms, being named "honorary" grand marshal of the parade, of which Miss Ruick was grand marshal.

Leo Greenfield Universal manager, is driving a new car. . . . "The Moon Is Blue" has not been shown in the immediate Albany area, but has played Jim McLoughlin's Palace, Lake Placid, and Schine's Glove, Gloversville, among others.

Supporting the Al Lichtman Testimonial Drive, in honor of the 20th-Fox director of distribution, are an exhibitors' committee comprising Louis W. Schine, Mike Kallet and Walter Reade, Jr.; the exchange staff headed by manager Nat Rosen and head booker John Wilhelm, and most theatre operators in the exchange territory. The goal of the campaign, running from Aug. 30 to Oct. 5, is a Fox picture in every house every day. If the local branch reaches its quota, each worker will receive a bonus of three weeks' salary, and the "dollar crew," manager, salesmen and bookers, four weeks' pay or more.

The Ray Smith All-Media Drive, promoted by the Warner branch to spotlight its manager, will extend from Aug. 30 to Dec. 26. Another exchange bannering a campaign is Universal for district manager John Scully. Branch boss Leo Greenfield heads the effort. . . . Vacationists included Jack Keegan, Republic booker; Paul Wallen, chief of Fabian's Grand, and Georgia O'Connor, Strand cashier.

Harry Lamont supervised the paving of Vail Mills Drive-in, installation of a new marquee and other bits of sprucing up. Cliff Swick manages it.

Julius Perlmutter, chief barker, Albany Variety Club, and one of the district's most active independent exhibitors, has incorporated Mohawk Attractions, Inc., to conduct an entertainment business with offices here. Capital stock is 200 shares, no par. Directors are Perlmutter, Attorney Lewis A. Sumberg and Mrs. Ethel G. Wallace. Perlmutter operates Perlmutter Theatre Booking Service, indoor theatres in Catskill, Watervliet, Lake George and Warrensburg; drive-ins at Lake George and Cobleskill, and a concession at the State beach in Lake George.

T. and N. Theatre Corporation has been authorized to conduct business in



Montague Salmon, managing director, New York City's Rivoli, proved himself right on the ball recently when he lost no time in advertising Paramount's short subject, "Hurricane Hunters," when the Weather Bureau sent out hurricane warnings. Salmon and a pretty patron are seen looking over the sign.

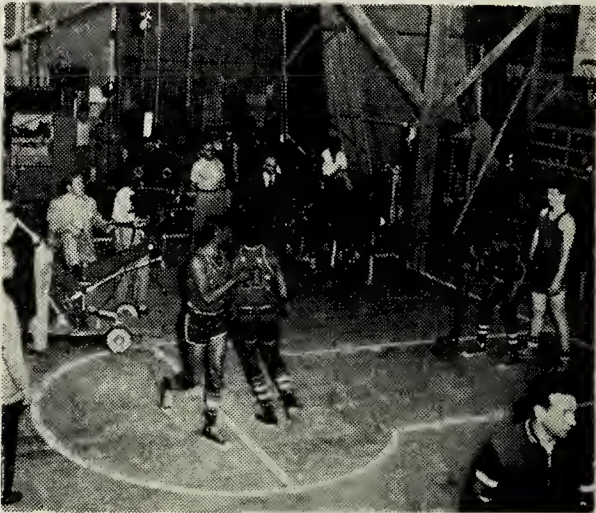
Manhattan, with capital stock of 200 shares, no par. Monroe E. Stein, 580 Fifth Ave., was incorporating attorney.

Buffalo

Motion picture history is being made at the Regent which has served since last April as the testing laboratory for a new process being developed by the Buffalo Instrument Division of the American Optical Company. Recent visitors to the Regent were Richard Rodgers and Oscar Hammerstein, who after viewing a series of test shots announced that the Todd-AO process would be used to film their musical classic, "Oklahoma." Arthur Hornblow, Jr. will produce and Fred Zinnemann will direct.

Camille Morasco, booker's clerk, Fox, has resigned. . . . Earl Robinson has been appointed manager, Auditorium, Perry, N. Y. He was formerly manager of the Regal in Hartford, Conn.

Everybody that was anybody in the motion picture industry, theatre and entertainment world attended the cocktail party given by the Non-Partisan Show Business Committee at the Variety Club in honor of Elmer Lux, "The Showman's Candidate" and the Democratic



Although the position behind the camera of noted cinematographer James Wong Howe is a familiar one, he's actually directing, not photographing, a scene in New York City from Alfred Palca's "Go, Man, Go," forthcoming film biography of the Harlem Globe Trotters. The picture, which marks Howe's debut as a director, was shot entirely in New York and New Jersey. Dane Clark, star of the film, is at the right, and producer Palca is in the center wearing jacket.



W. C. Gehring, executive assistant general sales manager, 20th-Fox, center, recently presented the "Dan Dailey Trophy," which hails the American Legion for its sponsorship of junior baseball, to Commander Paul Samuels, right, of the Legion's New York department, as Adjutant Maurice Stember, left, looked on. The presentation was made at 20th-Fox's home office in conjunction with the release of "The Kid From Left Field."

Party endorsed candidate for Mayor. Jack Mundstuk, MGM, was chairman of the committee.

Colonel Bill Shirley, UA exploitation representative working on "The Moon Is Blue" at the Lafayette, was host at a birthday luncheon at the Statler Hotel for Vincent R. McFaul, general manager, Shea Theatres, and William Barney, roto editor, Courier Express.

A Magniglow Astrolite full-stage, all purpose screen was inaugurated at Shea's Buffalo with the showing of "The Band Wagon." . . . John McNik and Joseph Eaton, two projectionists employed at the Palace, Lockport, were assaulted after leaving the theatre. Manager Harry Holdsmith reported they were hired from out of town when the regular operators left for other employment.

A saturation campaign was used by Paramount on Buffalo radio stations for "War Of The Worlds" which opened at the Paramount and many situations in the territory. E. J. Wall, Paramount representative, was in town setting up spots.

George Skouras and Ned Depinet telephoned Elmer Lux on the occasion of their visit to tell about Todd-AO and

wish Elmer every success in his campaign for the Mayoralty.

A luncheon at the Victor Hugo Restaurant was held by the girls of MGM in honor of Joan Alf and Emma Clarke, soon to be married. Joan will middle aisle with Gene Nelson, and Emma will do likewise with Edward Schneider.

Abe Harris, MGM Rochester salesman, was vacationing in Canada. . . . Eddie Susse, MGM city salesman, was vacationing at Muskoga Lake. . . . Mary Gialella, Fox, was on vacation. She will be matron of honor at the wedding of her sister, Emma Clarke. . . . Jim Sylvas, assistant manager, Shea's North Park, was vacationing in the Adirondacks. . . . Frank Mancuso, assistant manager, Basil's Lafayette, was vacationing in New York City.

Charlie Baron, UA exploiter, was in town working with Eddie Meade, advertising publicity director, Shea's Theatres, on the forthcoming "Return To Paradise."

Biff Elliott, Mike Hammer in the Spillane series, was in for a series of newspaper, TV and radio appearances in behalf of the new movie, "I, The Jury."

Betty Gullo, secretary to Vincent R. McFaul, Shea's general manager, has returned from vacation.

—NEDRA GRAY

Carthage

Tim Valanos, Schine's Strand, held a roping contest, a best cowboy suit contest, and cowboy street bally for "Shane." The kids had themselves a field day all togged out in their suits, twirling ropes, etc.

Kingston

Groceries and a jalopy were among the items promoted by Charles Gordon, manager, 9W Drive-In, as business stimulants for weekday nights.

Syracuse

The Eastwood merchants held "dollar days," and this presented George Snyder, Schine's Palace, with an opportunity. Every merchant gets solidly behind this event, each donating a prize displayed in the Woolworth window. Snyder made arrangements to have the drawings for the prizes held on the Palace stage, and there was no cost or obligation.



One of a number of New York City bookstores helping promote the American premiere of U-I's J. Arthur Rank production, "The Cruel Sea," Fine Arts, is this one, which used over a dozen stills from the film in its display.



Present at the recent gala opening of Warners' "So This Is Love," Normandie, New York City, were Arnold Reuben, his daughter, David Weinstock, Normandie, and Walter Abel, who is featured in the Technicolor film.

BOXOFFICE STATEMENTS

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EYEING THE

Exchanges

NEW YORK—From Aug. 30 to Oct. 3, 20th-Fox is aiming for increased bookings in a 35-day drive in honor of Al Lichtman.

MGM—Head cashier Harry Kugel was at Loch Sheldrake with his wife and two children. . . . Birthday greetings went to Herman L. Ripps, assistant eastern division manager. . . . A Cinerama evening is planned for bookkeeping machine operator Mary Mayham and husband on their fourth anniversary. . . . Contract clerk Sam Cangiano returned from his respite. . . . Fran Ornstein, contract department, left.

U-I—Booker Harvey Reinstein was enjoying his annual. . . . Typist Frances Zingler was vacationing.

REPUBLIC — Booker Dave Bass spent his vacation getting acquainted with the new addition. . . . Salesman Anthony Ricci was in for a visit, and should soon be recovered enough to pick up his duties.

PARAMOUNT—Pearl Affissio was back with stories about her vacation . . . Ledger clerk Nicholas Vacca packed up his duds for the annual. . . . John Spendahl, ledger clerk, was back after his week leave.

20TH-FOX—Salesman Moe Kurtz was back from his vacation. . . . Salesman Mike Nuzzola has given up the idea of giving up smoking.

COLUMBIA—Booker Marty Perlberg was away. It's either Canada or Virginia. . . . File clerk Joyce Jones set her sights on Atlantic City. . . . IBM machine operator Lorraine Staton has her husband home from the Army. . . . Print booker Stanley Birnbaum was at his rustic hideaway. . . . Inspectress Bea Carril left to await her April appointment with the stork.

RKO—Former RKOer Mary Feldman was in to visit. . . . Brooklyn booker Vito Sperto split his two weeks between the Catskills and the Poconos. . . . Angie Mazzei spent it in Chicago.

UNITED ARTISTS—Typist June Hill is getting driving lessons. . . . Zelda Goldstein, former employee, is now a mother of a little girl.

BONDED — Paul Skydlowsky, night examiner; inspectress Mae McGee, and head examiner Hyman Friedman were vacationing.

SALESMAN'S STORY — MGM's Robert Kraus is a relative neophyte in the film business. Born in New York, he soon moved to New Rochelle, where he got his diploma from New Rochelle High in 1943. With the army next on his agenda, he kept order there as a military policeman and as honor guard at the first United Nations conference at San



Myrna Hansen, 18-year-old winner of "Miss United States" title in the recent "Miss Universe" contest, who has a part in the U-I picture, "The All-American," was recently briefed by U-I executives in New York prior to starting a promotional tour on behalf of the film. Seen, left to right, are Foster M. Blake, western sales manager, and P. T. Dana, eastern sales manager. Seated is Ray Moon, assistant general sales manager, and on the right, Norman Elson, head, Embassy Newsreel Theatres, who happened to be conferring with U-I executives at the time.

Francisco. Discharged in 1946, he picked up his studies again at NYU, and in 1950 graduated with a Bachelor of Science in Business Administration. As a student salesman for Metro, he worked out of the Cleveland and Detroit exchanges, and, in 1951, was given the position of independent Long Island and upstate salesman at the New York exchange. Married last January, he and his bride Norma enjoyed a honeymoon visiting Paris, Rome, Naples, and the Riviera. Now living in Scarsdale, with a yen for boats, he spends some of his weekends around Long Island Sound. He is a member of the welfare committee of the Colosseum and a popular figure among exhibitors.

RAMBLIN' 'ROUND — Mr. and Mrs. James Nicholson and Marshall Boyer, both of Jack Broder Productions, were in Realart. . . . Joe Schlesinger, NSS accessory department, was at Monticello with his family. . . . Frances Kingsley, bookkeeper, Jack Broder Productions, celebrated her anniversary with a trip to Florida and found the sunny Southland much to her liking.

—J. A. D.



An aide and a pony recently proved effective street bally for Charles Gordon, manager, Walter Reade's 9W Drive-In, Kingston, for Paramount's "Shane." Gordon is seen on the right looking things over.

Cancer strikes 1 in 5

Strike back

Give

Your gifts to the American Cancer Society help guard those you love.

Your dollars support research in a hundred laboratories and universities . . . spread life-saving information . . . ease pain and suffering . . . provide facilities for treatment and care of cancer patients.

It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. You may mail it, simply addressed CANCER, c/o your local post office.

American Cancer Society



NEWS OF THE

Territory

Philadelphia

Crosstown

Governor John S. Fine signed a bill increasing the pay of the chairman of the Pennsylvania Board of Motion Picture Censors from \$5500 to \$6000 annually, and the pay for the vice-chairman and secretary from \$4500 to \$5000.

Marilyn Schlanger, daughter of the S W executive, was married to Samuel Sugarman.

Fred Sarr, 70, night manager, S W Palace, collapsed and died in his office. Members of Rescue Squad One attempted unsuccessfully to revive him and said he apparently suffered a heart attack.

Herman M. Ellis, local attorney, son of Mr. and Mrs. Abraham M. Ellis, married Elinor Grossman at Har Zion Temple, Wynnefield.

Due to demands of the Musician's Union, the Carman is scheduled to drop the burlesque portion of its program on Sept. 5, and revert to a policy of pictures only.

Vine Street

Benny Harris, American Film, has just repainted the front of his exchange.

John Clyde Fisher, Pennsylvania State Board of Censorship, and Mrs. Mary Helen Edwards were married in Elkton, Md.

Florence Weiner, Allied Artists' booker, was on vacation.

Ralph Cohn has joined Screen Guild as salesman to handle the Delaware, New Jersey and Harrisburg territory.

Harry Brillman, Screen Guild salesman, was on his summer time off.

UA tub thumper Max Miller was off to Schroon Lake, N. Y.



Mrs. Jack Engel, president, Ladies' Auxiliary, Variety Club Tent 13, Philadelphia, recently hosted the above party at the Tent's camp for handicapped children.

Studio Files Court Action
Against UA In "Moon" Case

PHILADELPHIA—Ormont Theatres, Inc., which is the Studio, filed an action in U. S. District Court against United Artists in connection with a bid for "The Moon Is Blue."

It is understood that William Goldberg, Studio, bid \$20,000 for the picture. The Trans-Lux is the "interested party" in the suit.

A hearing on a motion for a preliminary injunction was held before Judge William H. Kirkpatrick on Aug. 31.

At Paramount the "Golden Jubilee Salute" got under way with the entire staff enthusiastic. The drive runs from now until Dec. 5.

Hallmark Productions entered suit against Pennsylvania State Board of Censors collectively and individually in Common Pleas Court Number Two charging "abuse of power" in its banning of "She Shoulda Said No," a drug addiction film. A reversal of the board's action is asked. Individuals named are Mrs. Edna R. Carroll, John Clyde Fisher and Beatrice C. Miller.

Circuits
Stanley-Warner

Zeb Epstein and John Joseph were in and out of town constantly working on Cinerama, which opens at the Boyd October 5th. Johnny Roach, Boyd manager, has switched from white tuxedo

coat to dungarees while the house wreckers are taking over.

Mrs. Herman Levine, wife of S W city real estate head, is very ill in the hospital. . . . Bob Anderson and Larry Stranges have completed the moving of the Mastbaum Sign Shop to the Keystone Theatre Building. . . . Ruth Gyza, payroll department, is leaving the company to take up housekeeping on a large scale.

Sid Zinns, Columbia exploiteer, was in pinch-hitting for Milt Young, on vacation, on Columbia's top grosser, "From Here to Eternity," which goes into the Stanley. Mort Levine, present manager, Stanley, and Zinns started out together as ushers 25 years ago. Now, after a quarter of a century, they are both working together on the same picture at the same theatre.

District of Columbia
Washington

Elaine Stewart, who co-stars in Dore Schary's MGM production, "Take The High Ground," was in on the first stop of a five-week tour in connection with the picture.

Sidney Lust opened his new Hillside Drive-In one mile from the D. C. line. The first 500 lady patrons received perfume and the children candy. It is equipped with RCA in car speakers and 3-D. The screen is reputed to be one of the world's largest and a snack bar has been installed with a patio, where patrons may eat while watching the show. There are rows of comfortable chairs for the non-drivers.

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LOcust 4-0100

Bob Saunders, Park Drive-In, Petersburg, Va., flew into town in his new Beach-Bonanza plane. Bob was formerly an ace jet pilot in the Air Force. . . . Bill Karras, assistant manager, Warner, was married to Miss Jeanne Mihills at the Christ Lutheran Church.

Rube Shor was in from Cincinnati for a visit. Rube has the Elkton Drive-

In, Elkton, Md., and the Delmar Drive-In, Delmar, Del. . . . George Sullivan, RKO booker, traded his car in for a new model.

John Fernicola, Center, Centerville, Md., has opened a liquor store. . . . Milt Lipsner, Allied Artists branch manager, returned from the Chicago convention and is very much enthused about the new product.

Fred McMillan, Warner manager, hurt his knee as he fell over a seat while visiting another local house. However, Fred insists that this injury will not hamper his Florida vacation.

Mr. and Mrs. Lewis Jones, Mt. Airy, Md., visited the exchanges and did some booking for the Sykes, Sykesville, Md. . . . Eddie Fontaine, UA salesman, is vacationing in Detroit, Mich. . . . Irving Hanower, former Middletown, Md., exhibitor, has joined Columbia as a travelling auditor.

COLUMBIA: A party was given Jack Hillicsher, office manager, who is being transferred to Minneapolis. . . . Max Rutledge, booker, is taking his second week's vacation. . . . Dorothy Gilroy, assistant cashier, and Helen Walker, contract clerk, have resigned. . . . Laura Schwartz is being moved up to contract clerk from the billing department. . . . Susan Mareau is the new P.B.X. operator and Kitty Bowersox is the new biller. . . . Special screenings of "From Here To Eternity" were held at the MPAA for the press.

Republic's Jake Flax and Sam Tabor, enjoyed their flight to the coast and the week-end they spent at the studios. . . . George Wheeler, District Theatres head booker, is vacationing with his family in Miami Beach. . . . Marty Perlberg, booker, Columbia's New York exchange, visited the local office and had lunch with Harold Goldstein.

SANDY-LIPPERT: Fred Sandy is in New York attending meetings and arranging for new product. . . . Bertha Levy, cashier, returned from a New York vacation. . . . Lippert Pictures has a new cashier, Caroline Carney. Caroline was formerly with Fox.

PARAMOUNT: Mollie Maniere, accounting department, is vacationing at Miami Beach. . . . Alberta Johnson returned to Paramount in her old capacity as booker's clerk. Alberta's husband is in the service and has been transferred to Japan. . . . Freddie Von Langin, booker, is sporting a new Renault auto.

20TH-FOX: Branch manager Joe Rosen was in Norfolk and Portsmouth visiting the Levine Circuit. . . . Pearl Torney, inspectress, returned from her vacation. . . . Betty Boomer, biller, was out ill. . . . Ellen McDonald, Movietone News secretary, was vacationing in California.

Seen booking along the Row: Stuart Thomson, Rendezvous, Hampstead, Md.; Erwin Cohen, Cohen Booking Service, Baltimore, Md; Laynie Payne and T. I. Martin, Pitts Circuit, Fredericksburg,

Va.; Aaron Seidler, New Albert, Baltimore Md.; Joe Walderman, Park, Baltimore, Md.; George Walker, Garman Circuit, Baltimore, Md., and Phil and Lou Bress, Lenox and Dunbar, Norfolk, Va.

—FREDDIE S.

Delaware Wilmington

Mr. and Mrs. John S. Scope, Manor, Wilmington Manor, announced the engagement of their daughter, Marie, to Sgt. Lawrence Elliott, U.S.M.C., son of Mr. and Mrs. Vincent Elliott, Wilmington Manor. Miss Scope attended Chester High School and is employed at the theatre.

Virgil Arms, former Rialto aide, scored a second-round kayo over Isidore Aren in a welterweight bout on the amateur card at Wilmington Park. . . . When the recent hurricane's backlash hit Wilmington, the Rialto coincidentally was advertising that Jane Russell and Marilyn Monroe had "taken Wilmington by storm" in 20th-Fox's "Gentlemen Prefer Blondes."

Charles Delhagen, Floyd Arms and Lewis Adams joined the Rialto. . . . Lewis S. Black, manager, S W Warner, and city manager, S W Theatres, and his family returned from their vacation trip to Canada. . . . That trip to Europe by Louise Haeferle, Crest, Woodcrest, is this month and not December as previously reported in this column. . . . Henry L. Sholly, EXHIBITOR correspondent, has a birthday anniversary coming up on September 9, and his first wedding anniversary Sept. 22.

Schine's Milfor, Del., has had a wide-screen installation, as has S. Layton Ayres, Ayres Circuit, at the Sidney, Bridgeville, Del., while Reese Harrington, Reese, Harrington, Del., is reported installing RCA wide screen equipment.

—H. L. S.

Maryland Baltimore

John Alderson, Centre manager, has returned from a vacation on Maryland's eastern shore. Walter O'Dell, New, filled in while he was away. . . . William G. Myers, owner, Echo and Deluxe, opened his new drive-in, the Pocomoke. With a capacity of 400 cars, it's located two miles from Pocomoke City.

Lighthouse Enterprises is taking court action to have the Maryland State Board of Motion Picture Censors' ban lifted from "The Story of Bob and Sally." Attorney Paul Berman is basing his argument on the City Court ruling that it passed "Street Corner" with its similar medical sequences.

Fred Schanberger, Jr., part owner, Keiths, has left Bon Secours Hospital. . . . Eddie Kimpel, official of Rome Theatres, has returned from a vacation at Sterling, N. Y. . . . Leon Back, president, Allied Motion Picture Theatre Owners of Maryland, came in second at the recent Suburban Club golf tournament.

September 2, 1953



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Friction between the Maryland State Board of Motion Picture Censors and counsel for motion picture distributors reached a new high here when the censor board again has refused to sanction "Street Corner," which recently was approved through legal action in City Court.

A seven-year-old boy was safe and sound but all alone in the Colgate when police found him before dawn. He fell asleep after sitting through the last show.

A safe containing \$300 was stolen from the Apex, owned by Schwaber Theatre Enterprises. Watchman Henry Williamson discovered the theft. . . . Morris Mechanic, owner, New, and Mrs. Mechanic were guests on opening night of "Petified Forest" at Hilltop Theatre. . . . Stanley Stern, Town's manager, has returned from vacation.

Joe Walderman, Park, spent the weekend in Atlantic City. His partner, William Charlow, returned from Colonial Beach, Va. . . . Lou Gaertner's new drive-in, the Harford, with a capacity of 1100 cars, opened at Aberdeen, Md. Fred Lober is manager.

—G. B.

Leonardtwn

G. B. Duke, Sr., invited special guests and members of the clergy to attend a screening of "Reaching From Heaven" at the St. Mary's. . . . The staffs of the Park and Plaza, Lexington Park, Md., gave manager T. L. Harrison, Jr., a send-off party just before he and his family left for a Canadian vacation. N. A. Hodgdon, manager, 235 Drive-In, is pinch-hitting for Harrison until he returns.

Pennsylvania Dillsburg

Fred Ramsay, York, Pa., has opened the Dillsburg.

Harrisburg

Ken Steckline, assistant manager, Loew's, and his wife had a lucky escape from injury when their car was rammed by an oncoming machine. Ken's car was a total loss.

Nick Todorov, manager, Uptown, deferred a vacation to work on a program of coming attractions at the neighborhood. Instead of a "throwaway," it is to be distributed by direct mail.

For "Mighty Joe Young," Senate manager Bernard J. Bispeck had over 10,000 heralds distributed, had the 5 and 10's give out "Mighty Joe Jungle Village" cutouts and dressed up the theatre with a giant banner featuring mammoth cutouts surrounding the marquee. . . . To ballyhoo "Band Wagon," Bill Trambukis, manager, Loew's, and his assistant, Ken Steckline, had a juke box in front of the theatre playing music from the film well in advance of the showing, decorated the lobby in attractive style and had hanger cards throughout the theatre. Several store window tie-ups also advertised the movie. . . . A novel front attracted much attention at the Senate during the

showing of "Lili." Two weeks prior to the opening, the boxoffice was encased in a big "Lili" cutout.

Reading

Eighty-three girls and women in six counties registered as contestants in the Reading Fair beauty contest, Dick Giles, fair official in charge, announced.

Theatre managers are trying to figure out how the city's enforcement of its ancient curfew law, as announced by Mayor James B. Bamford, is going to work out. Under the rule, adolescents going to last shows in movie houses must have an adult, parent or some one in place of a parent, to accompany them home after the show ends.

The University of Pennsylvania Mask and Wig Club will present its first performance in Reading in more than 25 years, Dec. 12 at the Rajah. The Reading unit of U. of P. alumni is sponsoring the show.

Larry R. Levy, Loew's State, Providence, R. I., until recently manager, Loew's Colonial, this city, paid a business visit and called on his successor at the Colonial, Bob Diem, as well as other theatre men.

Kenneth Hinkle, assistant manager, Strand, has been named manager of the house, succeeding the late Paul H. Esterly, who died suddenly of a heart attack. Hinkle has had much experience in theatre management, coming to Reading from William Goldman's theatre in Pottstown. J. Lester Stallman, Astor manager, is general director of both houses for Schad Theatres, Inc., owner of both properties. Mrs. Mary Sensenig has been named assistant manager.

George D. Haage, promoter of high grade concerts for more than 40 years, has booked the Rajah again for his 1953-54 concert series, five events. . . . Kutztown Fair management claims a total attendance of 70,000 persons for its six-day program, the first 1953 fair in Pennsylvania.

The Reading Fair will open Sept. 13 with its annual Miss Reading beauty contest. The fair management, Dr. Harry J. Schad, theatre owner, vice-president, has opened the contest this year to girls and women in nearby counties. Contestants will again appear at the Astor and Strand.

Scranton

With the Comerford district managers' Summer Drive well under way, managers keep bustling with activities and gimmicks to sell their features while executives of the company continue their stimulating advice and help. George Morris, Orient, on a "Pony Bonus Kiddie Matinee," used 1,000 Cisco Kid masks as a give away, and also used to excellent advantage a rubber stamp on "Salome" in the stores throughout Dunmore.

Bob Kilcullen, Roosevelt, achieved nation-wide fame for his house when N.B.C.'s coast-to-coast "Talent Shows U.S.A." emanated from his stage. The Scranton portion of the program broad-

cast by radio station WSCR was won by John Freis. The local judges who selected the winner were Madea Cetta, president, Local 120, Musicians Protective Association; Mrs. J. Harold Brislin, society editor of The Scrantonian-Scranton Tribune, and William Butler, district manager, Comerford Theatres, Inc.



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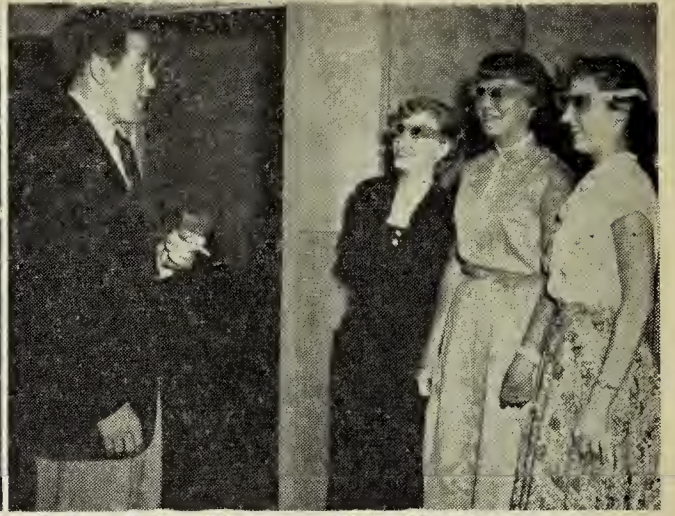
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Biff Elliot, starred as "Mike Hammer" in Mickey Spillane's UA release, "I, The Jury," recently visited Philadelphia with Max Miller, UA field representative, who took him to WIP, where "Gag Busters" Jerry Williams and Harry Smith were amazed over his technique with "Charm Unlimited" models Nancy Morgan and Mickey Mosko. In the center, Elliot is

shown being greeted by John Turner, UA district manager, and members of the Philadelphia UA exchange, while, on the right, he is seen with Ruth Early, Rose Marie McLaughlin, and Theresa Gotwols, EXHIBITOR staff, who gaze at him through 3-D glasses. The film is currently drawing mystery fans to the Goldman, Philadelphia.

To tie-in with his lobby and front displays on "Shane," Bert Allen, Globe, employed a cowboy motif when his staff dressed complete with cowboy hats, dungarees, boots—even guns and holsters

borrowed from his small son and several small fry relatives.

Bill Kays, Capitol, and Bill Graff, assistant, keep busily engaged in showmanship, their most recent endeavor being on "The Band Wagon" when they had an attractive float made using a 6-sheet cut out, a small trailer and sound. Also, two good tie-ins with local music stores were made. On "Return to Paradise," a tie-in was completed with a local news agency whereby the agency's trucks carried co-op banners on the Bantam book; also, window cards were used wherever the book was being sold.

To sell "Latin Lovers," Ed McGovern, Comerford, appealed to the women by buying special ads in the society sections of the local papers. . . . Paul Tigue, Westside, included among his most recent business stimuli, Indian head dress give away; the staff dressed in Western attire; the presence of the popular Pony of the Pony Bike giveaway; the weekly Kiddie matinees, and the creation of a new parking lot adjacent to the theatre.

Wilkes-Barre

George Welch, Hart; Charles Wilkinson, Luzerne, and Reese Francis, Shawnee, Plymouth, to sell their summer matinees, have used to advantage unusual, on-sided, differently-shaped hand bills.

James Reilly, Penn, reported a gala reopening of his house after being closed one week to complete the installation of the new wide screen, stereophonic sound and 3-D equipment.

Joe Melan, Orpheum, is busy staging a big campaign on "Mighty Joe Young" with the heavy use of TV playing a major part in the campaign. Besides especially good lobby displays, Melan covered the playgrounds and kiddie matinees in the neighborhood houses with special, cutout, imprinted masks.

Taylor

The Thomas completed installation of Altec-Lansing stereophonic sound equipment, new Ashcraft High Intensity Rectifiers and lamps. The complete equipment was by Vincent M. Tate, Theatre Equipment, Forty Fort, Wilkes-Barre, Pa.

Letters to the Editor

Gentlemen:

Your editorial appearing in the Aug. 12 issue is most interesting, and while your writer is not an exhibitor in a possessive sense, nonetheless, he is a house manager of one of the leading theatres in this community, and well situated to take a consensus of opinions of the patrons of this theatre.

I wholeheartedly agree with your criticisms pertaining to the frequently asinine titles of some of the alleged features presented from time to time, hardly contributing factors to the much-hoped-for improvement in business in our current battle to preserve past success.

Personally, I do not hesitate to add to your worthy criticisms by stating that the producers are not helping matters any by insisting in releasing alleged attractions depicting the lives of so many vaudeville and musical comedy stars to say nothing of equally as many by-gone songwriters, the names of which mean absolutely nothing to the younger generation and are quite meaningless to the older patrons. For example, outside of themselves, their families, and some old cronies, possibly, just who otherwise is genuinely interested in the biographies of such antiquated performers as Cantor, Tucker, and the latest "threatened" life story of George Jessel? Following such a pattern, it is not unreasonable to infer, that in the near future we may expect biographical outbursts relating to the marvelous (?) feats of Edgar Bergen, Fred Astaire, Eddie Foy, or Weber and Fields, to mention but a few. No, in my humble opinion, such script is definitely not boxoffice, and it is immaterial whether the screen is large, small, or encircling the whole architecture of any theatre.

I have personally made a research of material which I am certain contains boxoffice appeal, and have submitted same to Hollywood "moguls" who have some sort of an arrangement with the postal authorities to return all mail addressed to them as "unclaimed." Why, even in this comparatively small community, many industries offer employees prizes for suggestions helpful to the progress and improvement of their enterprises. Why must Hollywood remain so stubbornly isolated?

A Pennsylvania Manager
(Name omitted by request)



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STALAG 17-CD-William Holden, Don Taylor, Otto Preminger-Comedy drama of prison war camp is headed for the better grosses-119 1/2m.-see May 6 issue-(5224).

TO BE REVIEWED OR IN PRODUCTION

ALASKA SEAS-Van Heflin, Robert Ryan, Jan Sterling. BOTANY BAY-Alan Ladd, James Mason, Patricia Medina (Technicolor).

RKO

(1952-53 releases from 301
1953-54 releases from 401)

AFFAIR WITH A STRANGER-D-Jean Simmons, Victor Mature, Mary Jo Tarola-Interesting drama-86m.-see June 17 issue-(323).

TO BE REVIEWED OR IN PRODUCTION

APPOINTMENT IN HONDURAS-Glenn Ford, Ann Sheridan, Zachary Scott-(Color).

Republic

(1952-53 releases from 5201)

BANDITS OF THE WEST-W-Allan "Rocky" Lane, Eddy Waller, Cathy Downs-Okeh series entry-54m.-see Aug. 26 issue-(5243).

TO BE REVIEWED OR IN PRODUCTION

CHAMP FOR A DAY-Alex Nicol, Charles Winninger, Audrey Totter-(5211)-90m.

20th Century-Fox

(1952 releases from 201
1953 releases from 301)

BLUEPRINT FOR MURDER, A-MYMD-Joseph Cotten, Jean Peters, Gary Merrill-Intriguing meller will fit nicely into the duallers-76m.-see July 29 issue-(332).

CITY OF BAD MEN-OD-Jeonne Crain, Dale Robertson, Richard Boone-Okeh action show-82m.-see July 1 issue-(Technicolor)-(328).

TO BE REVIEWED OR IN PRODUCTION

BENEATH THE 12-MILE REEF-Terry Moore, Robert Wagner, Gilbert Roland-(Technicolor)-(CinemaScope).

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| 2. TYPE OF SHOW | 6. RUNNING TIME |
| 3. COLOR or BLACK AND WHITE | 7. PRODUCTION NUMBER |
| 4. LEADING PLAYERS | 8. DATE OF COMPLETE REVIEW |
| | 9. LEGION OF DECENCY RATING |

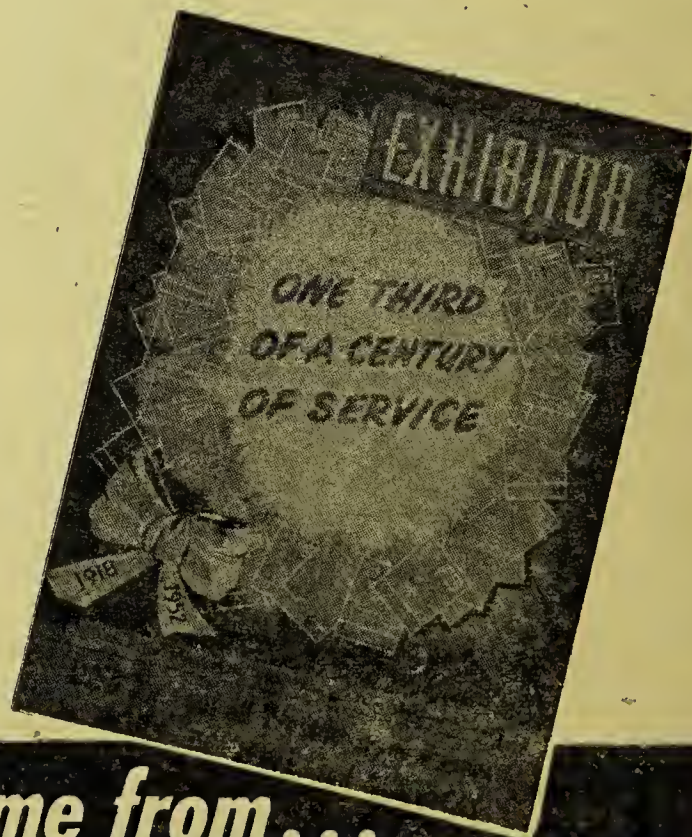
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Pictures in order of release, with principal players, are placed in the margin of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPETT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUGUST Topoko B. Elliott, P. Coates Clipped Wings Bawery Boys Affair In Monte Carlo R. Tadd, M. Oberon, L. Genn (Technical) (English-made)	AUGUST The Stranger Ware A Gun R. Scott, C. Trevor (Technical) (3-D) Mission Over Korea J. Hadiak, J. Derek Valley Of The Headhunters J. Weissmuller, C. Larson The 5,000 Fingers Of Dr. T. P. L. Hayes, M. Healy (Technical) Cruisin' Down The River D. Haymes, C. Russell (Technical)	AUGUST Spaceways H. Duff, E. Bartok The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick Big Leaguer E. G. Robinson, V. Ellen, J. Richards Latin Lovers L. Turner, R. Montalban, J. Lund (Technical)	AUGUST The Band Wagon F. Astaire, C. Charisse, N. Fabray J. Buchanan (Technical) The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick Big Leaguer E. G. Robinson, V. Ellen, J. Richards Latin Lovers L. Turner, R. Montalban, J. Lund (Technical)	AUGUST Shane A. Ladd, J. Arthur, V. Heflin (Technical) Arrowhead C. Heston, M. Sinclair, J. Palanca (Technical) Devil's Canyon D. Robertson, V. Maya, A. Hunnicutt (Technical) (3-D) Without Reservations C. Colbert, J. Wayne (Reissue) Stage Door K. Hepburn (Reissue)	AUGUST The Sword And The Rose R. Todd, G. Johns, M. Gaugh (Technical) (Made in England) Devil's Canyon D. Robertson, V. Maya, A. Hunnicutt (Technical) (3-D) Without Reservations C. Colbert, J. Wayne (Reissue) Stage Door K. Hepburn (Reissue)	AUGUST Champ For A Day A. Nicol, C. Winninger, A. Totter Bandits Of The West, W. R. Lane, E. Waller, C. Downs Down Laredo Way, W. R. Allen, S. Pickens, D. Drake	AUGUST Inferno R. Ryan, W. Lundigan, R. Fleming (Technical) (3-D) Gentlemen Prefer Blondes M. Monroe, J. Russell, C. Coburn (Technical) Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England)	AUGUST Melba P. Munsel, R. Morley (Technical) (Made in Europe) I, The Jury B. Elliott (3-D) (Saville) The Gay Adventure B. Meredith (Made in Europe) (Renown) Captain Scarlett R. Greene, L. Amai (Technical) (Craftsman) War Paint R. Stack (Pathe Color) (K-B)	AUGUST Thunder Bay J. Stewart, J. Dru, G. Roland (Technical) Abbott and Costello Meet Dr. Jekyll and Mr. Hyde B. Abbott, L. Costello, B. Karloff, H. Westcott The Man From The Alamo G. Ford, J. Adams C. Willis (Technical) The Cruel Sea J. Hawkins, D. Sinden, V. McKenna (English-made) (Rank)	AUGUST The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technical) (Made in England) Plunder Of The Sun G. Ford, D. Lynn, P. Medina So This Is Love K. Grayson, W. Abel, M. Griffin (Technical)
SEPT. Mexican Manhunt G. Brent, K. Sharpe The Fighting Marshal W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, V. Miles (Color) (Reissue)	SEPT. From Here To Eternity M. Clift, B. Lancaster, D. Kerr Sky Commando D. Duryea Saginaw Trail, W G. Aubrey The Untamed Breed S. Tufts (Reissue) China Venture E. O'Brien, J. Brando Conquest Of Cochise J. Hadiak, J. Page (Technical)	SEPT. Sins Of Jezebel P. Gaddard, G. Nader (AnsoColor) Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Base D. Martell, R. Ford, H. Rarke Shadow Man C. Romera	SEPT. Half A Hero R. Skelton, J. Hagen, P. Bergen Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright Mogambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) (Technical) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnsoColor) Torch Song J. Crawford, M. Wilding (Technical)	SEPT. Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed The War Of The Worlds G. Barry, A. Robinson (Technical) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Made in France)	SEPT. She Had To Say Yes J. Simmons, R. Mitchum Top Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue) Marry Me Again M. Wilson, R. Cummings, R. Walker	SEPT. El Paso Stampede, W A. Lane, E. Waller, P. Coates Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W R. Allen, S. Pickens, J. Cooper	SEPT. City Of Bad Men J. Crain, D. Robertson (Technical) Mister Scoutmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Cotten, J. Peters Broken Arrow J. Stewart (Technical) (Reissue) I Was A Male War Bride C. Grant (Reissue)	SEPT. Sabre Jet R. Stack, C. Gray (Cinecolor) (Krueger) 99 River Street J. Payne, E. Keyes (Small) The Joe Louis Story P. Stewart (Silliphant) The Fake D. O'Keefe, C. Gray (Pallas) Donovan's Brain L. Ayres, N. Davis (Dawling) No Escape L. Ayres, S. Tufts (Matthugh)	SEPT. The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical) Wings Of The Hawk V. Heflin, J. Adams, A. Lane (Technical) (3-D) The Golden Blade R. Hudson, P. Laurie (Technical)	SEPT. Island In The Sky J. Wayne, L. Nolan The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technical) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D)
OCT. Hot News S. Clements, G. Henry Vigilante Terror B. Elliott, M. E. Kay Jennifer I. Lupina, H. Duff	OCT. The War Of The Worlds G. Barry, A. Robinson (Technical) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Made in France) Undercover Agent D. Walsh, H. Court (English-made) The Man From Cairo G. Raff, G. M. Canale The Fighting Men Special cast	OCT. Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W R. Allen, S. Pickens, J. Cooper Thy Neighbor's Wife H. Haas, C. Moore Vicki J. Crain, J. Peters, C. Adams	OCT. The All-American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technical)	OCT. A Lion Is In The Streets J. Cagney, B. Hale, A. Francis (Technical) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) The Eddie Cantor Story K. Brasselle, M. Erskine (Technical)						

OBSERVANCES

Sept. 7—Labor Day
Sept. 10-11—Rosh Hashanah
Sept. 19—Yom Kippur

REALART

August—Glory At Sea—T. Howard, J. Rice, S. Tufts (English-made)

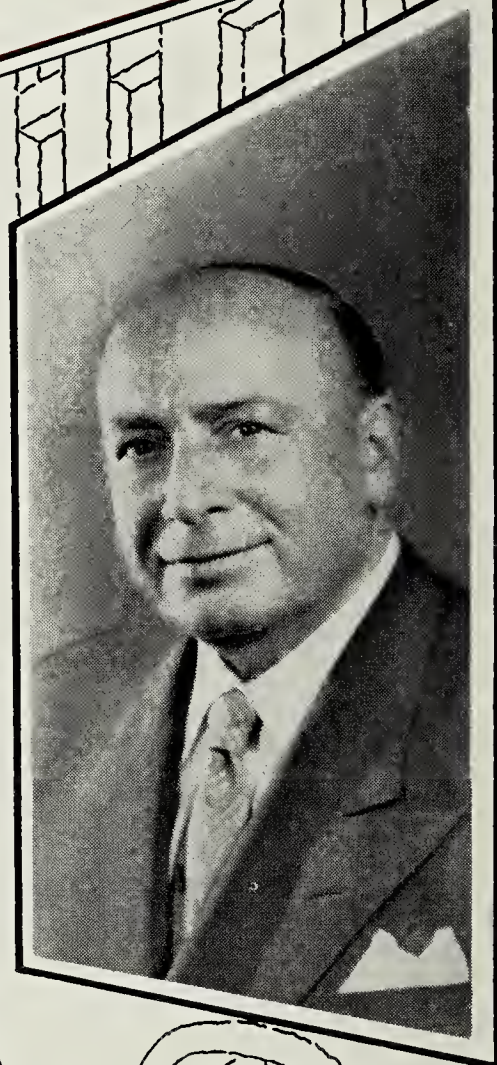
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* *In any language:*

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THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

Volume 50 Number 19
Two Sections: Section One

SEPTEMBER 9, 1953

CLASSIFIED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Introducing **THE SERVICESECTION**

TO THE EXHIBITORS OF AMERICA AND THE WORLD—



Many of the M-G-M Sales Representatives at this week's "SEE FOR YOURSELF" Conference in California have been with this organization since its inception. Throughout our domestic and international operations, length of service to M-G-M is a matter of deep company pride.

Our success has been built upon two vital factors — consistently good product and friendly relations with you, the exhibitor. It is equally a matter of company pride that you, by your long span of business dealings with M-G-M, have made it possible for us to serve you over these many years.

We take this opportunity, when representatives from abroad have joined us here, to express our gratitude to exhibitors everywhere for the loyalty and confidence that have given to the trademark of M-G-M its worldwide popularity and respect.

The promise of our "SEE FOR YOURSELF" conference is being richly fulfilled. We, who are ever cognizant of the past glories of M-G-M can truthfully tell you that we will bring to theatres in consecutive release a wonderful group of BIG attractions, produced in the M-G-M manner and similarly to be exploited. You must "SEE FOR YOURSELF" at the nationwide trade-shows!

One after another they come: —

Oct. 9 — **"MOGAMBO"** (*Tech.*) Clark Gable, Ava Gardner

Oct. 23 — **"TORCH SONG"** (*Tech.*) Joan Crawford, Michael Wilding

Oct. 30 — **"TAKE THE HIGH GROUND!"** (*AnSCO*) Richard Widmark, Karl Malden, Elaine Stewart

Nov. 13 — **"ALL THE BROTHERS WERE VALIANT"** (*Tech.*) Robert Taylor, Stewart Granger, Ann Blyth

Nov. 26 — **"KISS ME KATE"** (*Tech.*) Kathryn Grayson, Howard Keel

Dec. 4 — **"ESCAPE FROM FORT BRAVO"** (*AnSCO*) William Holden, Eleanor Parker, John Forsythe

Dec. 25 — **"EASY TO LOVE"** (*Tech.*) Esther Williams, Van Johnson, Tony Martin

From California we salute you, gentlemen of the theatres! We have the pictures for you. We have the showmanship to back them up. May we all go forward together with renewed vigor, with ever courageous optimism and the fine, cooperative relationship upon which mutual success is based.

THE FRIENDLY COMPANY



IN THE MIDWEST, giving jail sentences of 30 days is expected to put an end to the stealing of loudspeakers at drive-ins.



A MIDWESTERN exhibitor, faced with the cost of mailing program announcements, is now charging 50 cents per year for the privilege. He also offers two free passes to those who paid to be put on the list. The results, he says, are amazing, with the expectation that not only will the money pay for the operation but there may also be a profit.



EXHIBITORS seeking to bring back the lost audience must have been heartened when they learned that a 95-year-old retired minister had just seen his first film. It's a start in the right direction.



THEATRES currently playing such attractions as "Gentlemen Prefer Blondes", "From Here To Eternity", "Stalag 17", "Roman Holiday", and a few others, probably won't be interested in learning that there are now 24,895,000 homes in this country which have TV sets.



NO MATTER what some exhibitors may think of the veto of the bill eliminating the 20 per cent admissions tax, they must admit that things are tougher in the Argentine where the government has forced motion picture houses to stage vaudeville acts as well as a 20 per cent cut in the price of tickets.

—H. M. M.

I N D E X

VOLUME 50, No. 19 SEPTEMBER 9, 1953

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THE COVER PHOTO

Steve Broidy, Allied Artists president, is seen greeting the delegates to the recent AA international sales meet at the Roney Plaza, Miami, Fla.

EXHIBITOR

VOL. 50, No. 19



SEPTEMBER 9, 1953

The Changing Exhibition Scene

THE CHANGING trends in exhibition have never been more marked than in the current year, for the industry is going through a transition which no one would even have suspected a decade ago.

ON ONE HAND are amazing grosses being turned in with resultant big earnings for the distributors. In Philadelphia, for example, United Artists has already garnered \$162,000 in 26 weeks in the 496-seat Trans-Lux. In another Trans-Lux house in Washington, it is estimated that "From Here To Eternity" will give Columbia close to \$200,000 before it finishes its run, from present indications. Elsewhere, six theatres offered a million and a quarter guarantee for "The Robe" in Cinemascope.

THE AMAZING success of "From Here To Eternity" is causing new records to be created in theatres throughout the country. In New York City, at the Capitol, \$625,000 was chalked up as the gross in the first four weeks, with admissions at 460,000.

BUT THIS IS a prosperity for only a few.

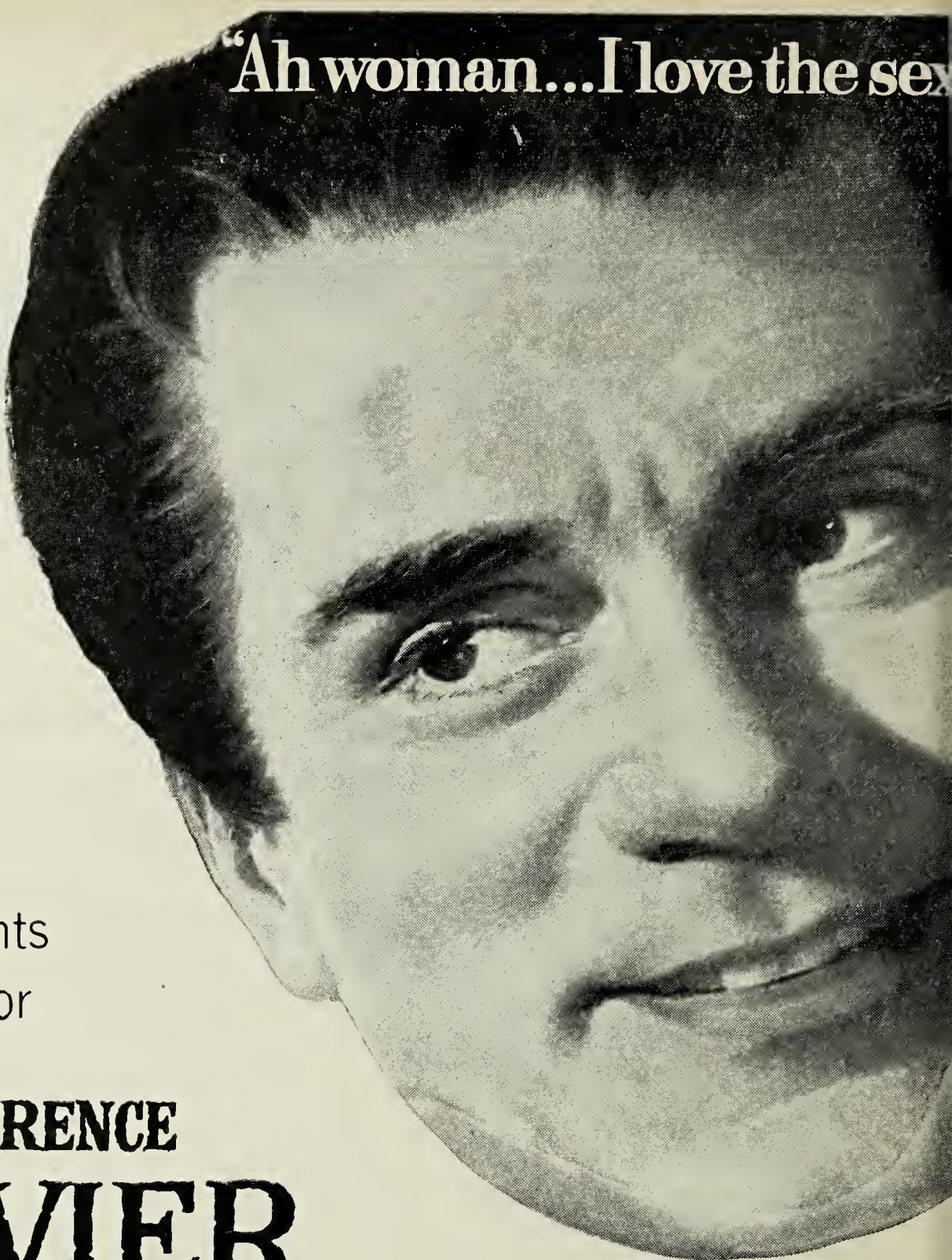
ON THE OTHER hand, many theatres are facing dark days. The decision of some major companies to cut their production drastically will mean changes in buying and booking in many major spots and the eventual closing of more houses as product grows scarcer. Unless more independent producers make up the difference, there will be less double features being played.

THIS IS A strange situation, but it looks as if it will be a permanent one. What will eventually emerge, many believe, will be fewer houses playing longer runs at higher prices.

WHAT THEATRES IN situations which cannot extend their playing time or raise their prices will do is the real problem. It becomes the duty of the distributors to keep them in business. That is a must if the whole industry is to survive.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonamaker and Mel Konecny, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries. \$15 in all other countries. Address all correspondence to the Philadelphia office.

"Ah woman...I love the sex"



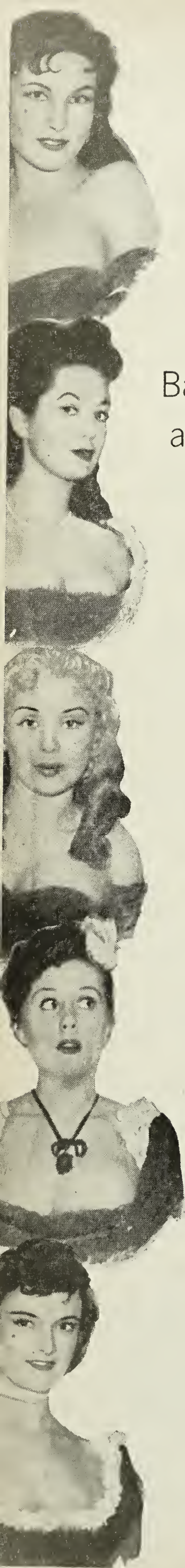
As its first engagement continues daily to break every record at the Baronet Theatre, N.Y. and as the publicity steadily mounts, **WARNER BROS.** are ready for selected engagements to begin shortly for

LAURENCE OLIVIER

in the distinguished entertainment hailed far and wide as "a credit to film-making" (N. Y. Times)

"THE BEGGAR'S OPERA"

COLOR BY
TECHNICOLOR



BY JOHN GAY • ADAPTED BY CHRISTOPHER FRY
PRODUCED BY HERBERT WILCOX AND LAURENCE OLIVIER
DIRECTED BY PETER BROOK • DISTRIBUTED BY WARNER BROS.



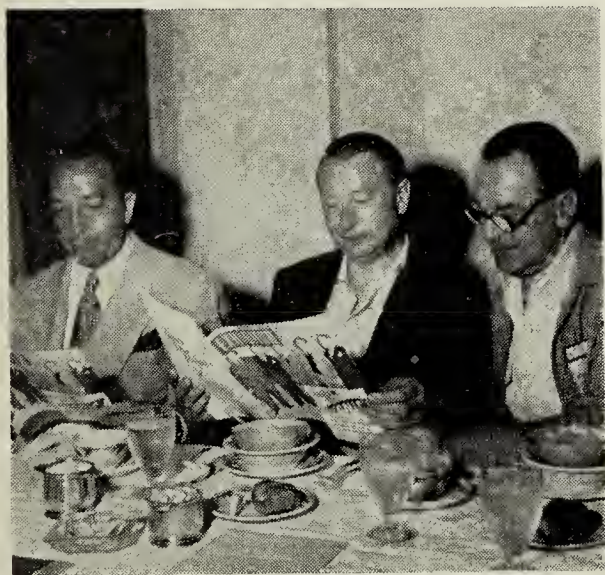
THIS PICTURE ALSO CAN BE EXHIBITED ON **WIDE SCREENS**



NORTON V. RITCHEY, FOREIGN SUBSIDIARY HEAD, PRESIDES AT ALLIED ARTISTS' FIRST INTERNATIONAL SALES CONVENTION IN MIAMI BEACH, FLA.

The International Meeting Is Paying Off

Allied Artists' Florida Conclave Is Credited By President Steve Broidy With The Current Sales Spurt



Delegates to the conclave read in EXHIBITOR of the industry's first international sales convention. Seen, left to right, are Morey "Razz" Goldstein, AA general sales manager; Kenneth Murray, secretary, Associated British Pathe Limited, and Phil Giles, head, Great Britain's ABC Circuit.

ALLIED Artists' first international sales convention, held last May in Florida, already is paying heavy dividends.

That's the comment of Steve Broidy, president, who spark-plugged the conclave to which more than 150 executives and salesmen traveled from 50 countries.

"We anticipated good results from that convention," Broidy said. "But the results we now are experiencing far surpass our greatest expectations."

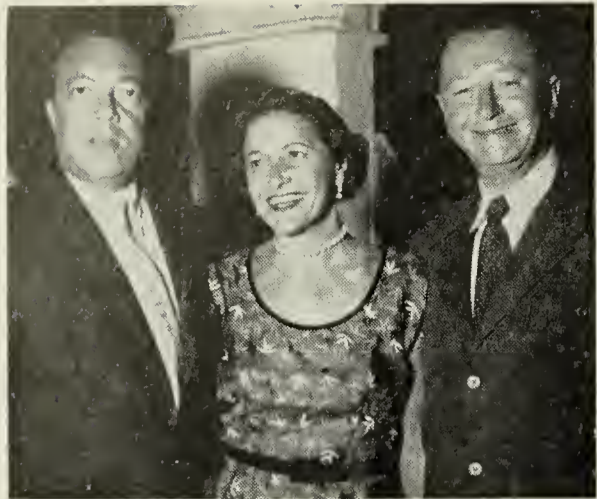
As a result of the exceedingly favorable reaction from the Florida convention, plans are now being pushed for the next annual international sales meeting.

Interest in the pending conclave already is reaching a high pitch, following the announcement that Allied Artists will put its biggest production to date, "The Black Prince," before the cameras in London as a joint production with Associated British Pictures Corporation.

To be filmed in Technicolor and in CinemaScope, this large-scale production reached the final planning stage between AA and ABPC executives who conferred in the east directly following the Miami convention. Although Broidy labels "The Black Prince" as the most ambitious production in the company's history, its plans do not dwarf those for other big films which Allied Artists will make. Already, new negotiations are underway, Broidy said, with 20th Century-Fox, which will lead to the use of CinemaScope in other pictures.

Meanwhile, Technicolor commitments have been made for three other films on the current production schedule—"Annapolis '53," "Wichita," and "Hajji Baba," while still four other upcoming productions have been earmarked for 3-D.

On these pages may be seen some of the photographic highlights of the Miami Beach meeting.



Harold Mirisch, AA vice-president, is seen with Mrs. Mirisch and Murray at the three-day international sales convention, first of its kind.



R. J. O'Donnell, Interstate Theatres, one of the guest speakers at the convention, talks with James A. Prichard, southwest division manager.



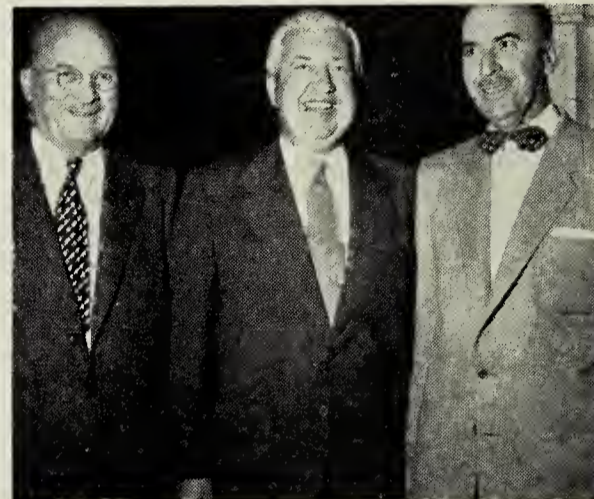
James Hobbs, AA Atlanta branch manager, is seen at a convention session with Steve Broidy, president of the company, discussing new product.



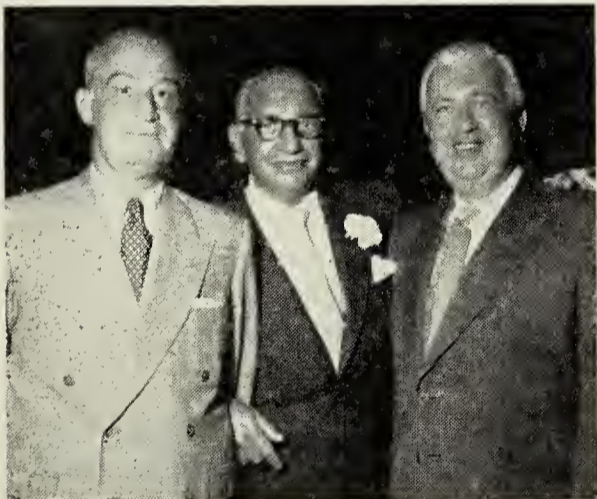
Goldstein discusses mutual problems with MacGregor Scott, general sales manager, Associated British Pathe, at the banquet which closed the three-day, gala international sales convention.



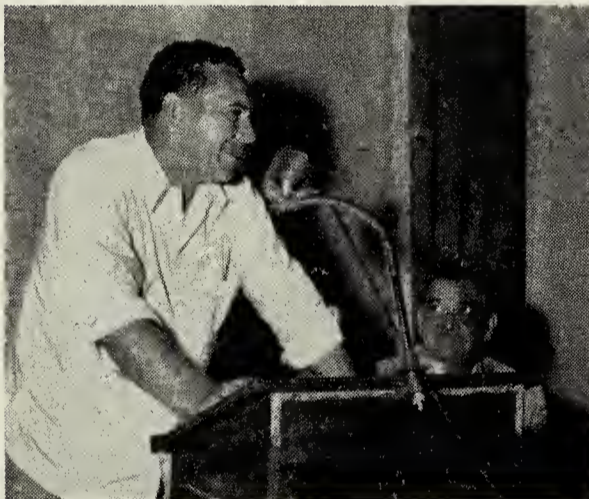
Broidy, Herman Rifkin, Boston and New Haven franchise owner, and Ed Morey, vice-president, headquartered in New York, are seen at the banquet which climaxed the successful meeting.



Oscar Hanson, AA special Canadian representative; Broidy, and Frank Vaughn, Canadian general sales manager, get together in conference during one of the interesting convention sessions.



Archie Weltman, MGM legal executive; Charles G. Moskowitz, MGM vice-president, and Broidy are seen at the concluding banquet of the company's first industry international sales meeting.



John C. Flinn, AA director of advertising and publicity, is seen introducing Sonny Shepherd, master of ceremonies at a special luncheon during the three-day Miami Beach meeting.



Scott R. Dunlap, AA producer, awards first prize to Don Tibbs, AA Salt Lake City branch manager, who caught the most fish during an interval in the busy meeting business and pleasure schedule.



Dunlap awards another fishing trophy to Reg Jackson, right, advertising manager, Associated British Pathe, during the lavish closing banquet.



Seen are A. F. Pedrinan, Cuba; H. A. Steinberg, Brazil; Ritchey; J. C. Mendez, Argentina; A. Band, Chile; L. Lezama, Mexico; L. Lee, Penama, and R. G. Marti, Puerto Rico, and, kneeling, A. Carralacaz, Brazil, and R. deSilva, Trinidad. They, along with other foreign visitors, enjoyed themselves.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Corporate

The Department of Justice gives American-Broadcasting-Paramount Theatres an extension on its divestiture program (page 7).

Distribution

Quality will predominate the MGM program, the coast five-day meeting told (page 10).

UA sales executives talks highlight "Phase Three" sessions in New York City (page 11).

Allied Artists sets prize money for its branch managers' drive (page 16).

20th-Fox is going all-out for the bow of "The Robe" in New York City (page 16).

Exhibition

Moe Silver is named exhibitor chairman for the Christmas "Salute" (page 10).

RKO Theatres will honor William W. Howard with a drive (page 18).

Probability of a product shortage is seen by Allied's Abram F. Myers (page 11).

Harry Arthur asks that any tax savings be passed on to public (page 11).

Claude Ezell reports on the progress of the International Drive-In Theatres Owners Association (page 17).

International

Tax methods vary in Canadian area (page 14).

The British will oppose any remittance boost (page 14).

Legal

The IATSE wins an important point in a TV argument from the NLRB (page 19).

A Columbus, O., exhibitor is going to test the tax-on-admission policy of the Internal Revenue Bureau (page 17).

Mel Konecuff

Developments along TV-theatre lines, the advent of "Popeye" in 3-D, and other items are covered (pages 7 and 18).

Organizations

A general special meeting of COMPO has been called for New York City from Sept. 21-22 (page 10).

Texas COMPO will stay in business, and it will have a bigger program (page 16).

Technical

Vistarama is demonstrated on the west coast (page 19).



Spyros P. Skouras, 20th-Fox president, was recently welcomed back to the United States by two pert Pan American Airlines hostesses upon his return from an important stay in Europe.

Holiday Aids Some B'way Houses

NEW YORK—Labor Day weekend was big in most of the Broadway first-run spots.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"PLUNDER OF THE SUN" (WB). Paramount, with Martin and Lewis in person, expected the second week to hit \$142,000.

"MISTER SCOUTMASTER" (20th-Fox). Roxy, with ice show, reported \$40,000 for Friday, Saturday, and Sunday. The stage show was dropped, and "Vicki" (20th-Fox) went in as a double feature all-screen show Monday through Sunday. This combination was anticipated at \$45,000. The house is then to close for two days, getting set for CinemaScope and "The Robe."

"ROMAN HOLIDAY" (Para.). Radio City Music Hall, with stage show, announced \$125,500 for Thursday through Monday, with the second week sure to top \$165,000.

"I, THE JURY" (UA). Criterion reported \$28,000 for the third week of this Mickey Spillane 3-D attraction.

"THE SWORD AND THE ROSE" (RKO-Disney). Rivoli anticipated \$17,000 for the third week.

"VICE SQUAD" (UA). Globe looked toward a \$26,500 second week.

"THE WAR OF THE WORLDS" (Para.). Mayfair announced \$22,500 for the fourth week.

"STALAG 17" (Para.). Astor was sure to tally \$30,000 on the 10th week.

"WINGS OF THE HAWK" (U-I). Loew's State was down to \$15,000 on the second and last week.

"FROM HERE TO ETERNITY" (Col.). Capitol claimed \$140,000 on the fifth week.

"THE MOON IS BLUE" (UA). Victoria expected the ninth week to tally \$16,000.

AB-PT Gets Extension

WASHINGTON—The Department of Justice last week agreed to an extension until Mar. 3, 1954 of the American Broadcasting-Paramount Theatres deadline for completing divestiture of about 55 to 58 theatre properties. The original deadline had been Sept. 3. The company already has a March 1, 1954 deadline for completing the divestiture of about 15 Interstate houses.

New York News Letter

— By Mel Konecuff —

A TELEVISION organization has teamed with a producing outfit to make 26 features in black-and-white and color using star talent for distribution via TV



KONECUFF

as well as in theatres, it was learned last week. Frank E. Mullen, president, Vitapix Corporation and Burt Balaban, president, Princess Pictures, announced that the films would be shown first on television and then would be released in theatres.

Mullen said that the one showing it would get on TV in each area would assist in getting the film across in theatres while another unnamed executive opined that any dates they would get in theatres would be "gravy", anyway.

It was explained that the features will be produced both as full length features and in 54-minute versions so that stations will have either the choice of running the film as a feature movie or as a one-hour program. The films will be edited in advance so that the story lines and continuity will be intact, requiring no editing by individual stations.

The films will be produced in Hollywood, as well as on location here and abroad, and will be filmed continuously by a production group of 198 people. They will conform to the MPA code as well as the TV code, and will be based on original scripts. Some of the stars mentioned include John Ireland, Alexis Smith, Joanne Dru, John Hodiak, Dennis O'Keefe, Peggy Ann Garner, Dane Clark, Jeffrey Lynn, Don Ameche, and Jackie Cooper.

Themes will run to mysteries, suspense, romance, adventure, comedy, and musicals, and some will be produced in color, to be available when color telecasting becomes a reality, as well as for theatrical exhibition.

Mullen made it clear that the withholding of new pictures from TV by motion picture producers made it imperative for his organization, owned by member TV stations, to take the lead in obtaining productions for TV release. "It may well be the beginning," said Mullen, "of a complete reversal of the present pattern of broadcasting motion pictures of ancient vintage and dubious quality."

He continued, "The reluctance of some leaders in the motion picture industry to make their top quality product available to TV and the failure of the motion

(Continued on page 18)



Ext
20

THESE BIG ONES
ARE THE INDUSTRY'S
HOTTEST ATTRACTIONS!

**"GENTLEMEN
PREFER
BLONDES"**
Technicolor
Smash Musical
of the Year!

**"WHITE WITCH
DOCTOR"**
Technicolor
In the Boxoffice
Tradition of "Snow
of Kilimanjaro"!

"VICKI"
That "Pickup" Gal,
Jean Peters,
Picking up where
she left off!

AL LIGHTMAN
TESTIMONIAL
AUG. 30th - OCT. 3rd



SOON ... **The Robe** THE FIRST MOTION
TECHNICOLOR

Patrons Prefer Century-Fox!

"MR. SCOUTMASTER"

Mopping up
Everywhere!

"THE KID FROM LEFT FIELD"

Getting Big
League Grosses!

"PICKUP ON SOUTH STREET"

Picking Up
Great Business!

"TITANIC"

One of
the Year's
Big Ones!

"MAN ON A TIGHTROPE"

Headline-Hot
Suspense Thriller!

"THE GLORY BRIGADE"

Packing 'Em In!

"SAILOR OF THE KING"

Another Top
Attraction!

"POWDER RIVER"

Technicolor
Boxoffice
Dynamite!

"THE GIRL NEXT DOOR"

Technicolor
Top-Money
Musical!

"DANGEROUS CROSSING"

You'll Have
Smooth Sailing
With This One!

"A BLUEPRINT FOR MURDER"

Another Thriller
with Jean Peters
As You Like Her!

"THE DESERT RATS"

Date it For
"Desert Fox"
Business!

SEE IT IN **CINEMASCOPE** YOU SEE IT WITHOUT GLASSES!

Quality To Predominate MGM's Curtailed Production Schedule

HOLLYWOOD—Dore Schary, MGM studio head, welcomed 125 sales executives last week to the company's international "See for Yourself" convention, and stated that the future of the industry is not dependent "upon the success or failure of any one film or of any mechanical device, but will depend on the qualities of the stories told and the use of a variety of presentations best suited to the individual stories."

He said the number of pictures produced would be less than in the past, but added that "every one will be planned big and geared high to provide the public with the highest quality entertainment."

Concerning the various new projection techniques, Schary said, "We believe that our own wide-screen proportions, at ratios varying from 1.66 to 1.85, will be particularly suited to many stories on our program. We further believe that CinemaScope is a valuable asset and a profitable one in the telling of certain other films. We believe that stereophonic sound is a must in connection with films presented in any size screen ratio. We believe there will very likely be a continuing market for a few films in 3-D that will be ideally situated to such medium."

Charles M. Reagan, general sales manager, conducting the sessions, emphasized the necessity for good stories and good persons working on them as the only way to take full advantage of the vistas opened to the industry by the new techniques. Reagan introduced representatives of MGM organizations abroad, including Arthur M. Loew, president, Loew's International; Morton A. Spring, vice-president; Samuel N. Burger, sales manager; Charles Pati, assistant to Spring; Morris Frantz, publicity; Lee Kamern, Italy; Edward F. O'Connor, Japan; Maurice Silverstein, Latin America regional director; David Lewis, European regional director, and Charles Goldsmith, assistant managing director of England.

Delegates saw many completed features and rushes from others. Speakers included Howard Dietz, vice-president and director of advertising-publicity-exploitation; Si Seadler, advertising manager; Emery Austin, and others.

After each screening, delegates discussed promotion activities.

Loew told the delegates that Hollywood product is reaching more persons than at any other time in history with an unlimited future potentiality. Loew stated that wide-screen had already been installed in 75 per cent of the MGM theatres abroad, and that others would be so equipped. It has created a sensation wherever it has been shown, he said. Discussing the tremendous increase in business abroad, Loew said that "Gone With the Wind," "Quo Vadis," and "Ivanhoe" lead pictures released by all companies as far as gross is concerned. He described Germany and Japan as new markets for American films which are developing rapidly. Language still remains a barrier to full distribution abroad, Loew said. To combat this, he has

(Continued on page 20)



Seen, left to right, are MGM executives Howard Dietz, vice-president in charge of advertising, publicity, and promotion; Charles Reagan, general sales manager; Dore Schary, studio head, and Arthur M. Loew, president, Loew's International, examining the company's latest technical development, a new type projection machine lens.

Moe Silver Appointed 'Salute' Drive Head

NEW YORK—Abe Montague, Variety Clubs' Will Rogers Memorial Hospital, announced last week the appointment of Moe Silver, Stanley Warner executive, as the national exhibitor chairman for the 1953 Christmas "Salute." Silver succeeds Sam J. Switow, Louisville, Ky., who served for the 1951 and 1952 drives.

Last year's total from the Christmas "Salute" was approximately \$125,000. In accepting the chairmanship, Silver noted that the totals for each Christmas "Salute" since its inception as the major fund raising effort for the hospital in 1950, had increased—1950, \$65,000; 1951, \$96,000; 1952, \$125,000, and he stated that the objective for the 1953 "Salute" would be \$250,000.

SIMPP Unit Incorporates

NEW YORK—Ellis Arnall, president, Society of Independent Motion Picture Producers, announced last week the incorporation of the Independent Motion Picture Export Association in Delaware as an export trade association under the Webb-Pomerene Act, to export from the United States to all foreign countries motion pictures of every kind and other related items.

The new group will have its principal office at 317-25 South State Street, Dover, Del.

The charter provides for two classes of stock, Class A common voting stock, restricted to members in good standing of SIMPP, and Class B non-voting stock, available to those desiring to utilize the export association and its services.

Charles Mayer, formerly of the Motion Picture Export Association, will go to California shortly to catalogue available independent product for the foreign market. Arnall and representatives of the SIMPP and the IMPEA will participate in the British film negotiations on Sept. 22.

U-I Will Produce In CinemaScope

NEW YORK—U-I intends to produce some of its major top-budget pictures in CinemaScope during the coming season, it was announced last week by Milton R. Rackmil, president. Rackmil also revealed that all the company's pictures are now being filmed in aspect ratios which can be projected from standard to a new maximum of 2 to 1. In addition, he also made it clear that the company will continue to turn out films in third dimension.

COMPO Schedules Sept. 21-22 Sessions

NEW YORK—Following a meeting of the COMPO triumvirate last week, it was decided to call a special general meeting here of COMPO; the executive committee, the board of directors, and all elements of the National Tax Campaign Committee on Sept. 21-22.

Present at the session were Trueman Rembusch; Samuel Pinanski; Herman Robbins, COMPO treasurer; William C. Gehring, representing Al Lichtman; Robert W. Coyne, special counsel; Harold Saxe, comptroller, and Sam Shain.

Discussed were general COMPO business and agenda for the next general COMPO meeting.

A full report of the Tax Campaign Committee will be made at the September meeting as well as on other recent activities.

The session will be divided into two principal sessions, and are expected to draw 70 or more delegates.

There will be an open meeting at which time the triumvirate and the leaders of the National Tax Campaign Committee will make their report on their past operations, and also an executive session to conduct COMPO business, the tax campaign, and future policies of COMPO.

All present hoped that the campaign to eliminate the tax would be continued, and the industry will be urged to continue to present a united front when needed.

Treasurer Robbins will make a full financial report at the September meeting, he announced.

Texas COMPO Making Survey

DALLAS—It was learned last week that Texas COMPO is asking all exhibitors to cooperate in a survey of newspaper editorial opinion in regard to the industry in an effort to make certain the misinformation that hurt the industry's tax repeal effort is not repeated, and to insure continued newspaper support.

3-D Total Nears 3,000

NEW YORK—Reports from 24 exchange territories in a nation-wide survey indicated last week that there are a total of 2,898 situations equipped for the showing of 3-D films.

WB's "Guard" First Scope Film

HOLLYWOOD—It was confirmed last week that Warners' "Rear Guard", now nearing completion, will be the first film utilizing WarnerScope.

Product Shortage Is Foreseen By Allied

Arthur Says Lower Admissions Publicity Would Aid Tax Fight

ST. LOUIS—In a letter to Robert W. Coyne, COMPO, released to the trade press last week, Edward B. Arthur, general manager, Fanchon and Marco, suggested for the consideration of the COMPO tax committee "that a definite policy be determined upon by the exhibitors of the United States generally that in the coming campaign to secure the repeal of the movie admission tax that the theatre owners of the country generally pledge that the tax saving shall be passed on to the public; that if we are relieved of a tax that forces us to price ourselves out of the market, the increase in attendance brought about will solve the economic difficulties now facing so many of our theatres throughout the country. On the other hand, if this increase in attendance does not materialize, we shall be in a proper position to adjust our prices as our experience and management skill dictate."

Arthur praised the work of the tax committee, but said he thought that the basic reason for the veto of the tax repeal measure was because the President, his advisors, and the general public weren't advised that "no unjust enrichment would

possibly result as all of the tax saving would be passed on."

He decried the trend toward higher prices on some pictures, saying that patrons were staying away from the lesser product at regular admissions as well as resenting raised tariffs.

He indicated that he believes lower admissions would result in return of the movie-going habit.

Experience with regular admissions and a no-charge-for-children under 12 when accompanied by parents was gratifying, he declared.

This also built up the younger generation as regular patrons for the future, he stated.

Fewer Theatres Closing Than Has Been Anticipated

NEW YORK—Robert W. Coyne, special counsel, Council of Motion Picture Organizations, stated last week that fewer theatres have closed than was anticipated following President Eisenhower's disapproval of the Mason Bill, and added that many theatres are remaining open with their owners confident in the President's promise of federal tax relief later.

vice-president Arnold Picker.

Also addressing the conference were Heineman, Youngstein, Kranze, Cohen, Velde and five producers' representatives, George Schaefer, David Weshner, James Mulvey, Seymour Poe, and Edward Peskay.

Winding up the meeting, the UA sales chiefs agreed to carry through the "Phase Three" program with utmost speed.

Paramount's Morgan Honored

NEW YORK—Oscar A. Morgan, Paramount general sales manager for short subjects and Paramount News, will be honored by the company with the celebration of "Oscar Morgan Week" Oct. 25-31, it was announced last fortnight by A. W. Schwalberg, president, Paramount Film Distributing Corporation.



Norman Glassman, seated, general chairman, 1953 Allied convention, to be held in Boston on Oct. 5-7, is seen recently in Boston with committeemen, left to right, W. Leslie Bendslev, publicity chairman, and Al Lourie, chairman.

Myers Also Suggests Possibility of 'Adult' Classification For Some Features; Big Interest In Oct. 5-7 Boston Convention

WASHINGTON—Indications of a serious product shortage next year, with theatres hardest hit who cannot afford the expensive installation of new equipment or whose construction will not permit such installation, provided a highlight in a bulletin issued last week by the office of Abram F. Myers, general counsel, Allied States Association.

He also intimated that the exhibitor organization may inaugurate a public relations program during its annual convention at the Sheraton Plaza Hotel, Boston, from Oct. 5 to 7.

In the face of steadily declining theatre attendance, the plan is to "resell" moving picture entertainment to the public. A second purpose is to prove to the Administration that repeal of the federal amusement tax will not be merely money thrown down the drain.

The declining boxoffice is seen as the major problem facing the industry, the bulletin states, "If boxoffice receipts should decline during the next five years at the same rate as during the last five, then lifting the tax will merely postpone the industry's demise, it will not cure the disease."

The bulletin reports that the presidential veto of the Mason Bill, instead of killing interest in Allied's 1953 convention, actually stimulated interest. Exhibitors are more than ever determined to make their influence felt, it stated. It is contended that total or partial tax relief will not save the independent exhibitors unless they are assured of the necessary equipment and an adequate supply of pictures at reasonable costs.

The bulletin promises prompt action on decisions reached in convention sessions and at film clinics, and reaffirms Allied support of the Production Code. It suggests, however, that the exhibitor should be permitted to utilize the adult classification, enabling regular theatres to play profitable films for adult audiences without hurting anyone.

The bulletin urges exhibitors to preserve the final report of the National Association of Real Estate Boards on the detrimental effect of theatre closings on adjacent businesses for use in localities where an attempt is made to levy special assessments on theatres.

WB Starts Sales Drive Honoring Branch Heads

NEW YORK—A 17-week Warner sales drive labeled the "Warner Brothers Branch Managers' Drive" got under way last week with the national release of "Plunder Of The Sun." The drive, which runs from Aug. 30-Dec. 26, offers \$35,000 in cash prizes to winners.

UA Sales Heads Hear Top Execs On Future

NEW YORK—Addresses by top company executives highlighted the three-day "Phase Three" national sales meeting of United Artists last week.

The program takes its name from President Arthur B. Krim's keynote that the company has entered the third phase of the present management's operations.

President Krim and board chairman Robert S. Benjamin led the roster of participants. Others included: William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; B. G. Kranze, general sales manager; Francis M. Winikus, national director of advertising, publicity, and exploitation; Milton E. Cohen, eastern division manager; James Velde, western division manager, and Charles S. Chaplin, Canadian division manager.

All UA district managers attended: Fred Meyers, New York-metropolitan district; John Turner, eastern; George Pabst, southern; Harry Goldman, central, F. J. Lee, midwest, and Ralph Clark, west coast. Joseph Sugar, New York branch manager, represented the host exchange.

Keynoting the conference, President Krim said, "We have now moved into the third phase of our operations: we have received a vote of confidence from the independents."

In a companion statement, Benjamin pointed to the company's world-wide success.

He paid tribute to the work of United Artists' foreign organization, headed by

**WHERE SAVAGE
KISSES FEED
THE FLAMES
OF MAN'S
DESIRE!**

**The story of
Duke Mullane,
the women he loved,
the iron men he led,
and the jungle
empire he
conquered!**



U-I Delivers the Product

Universal-International presents

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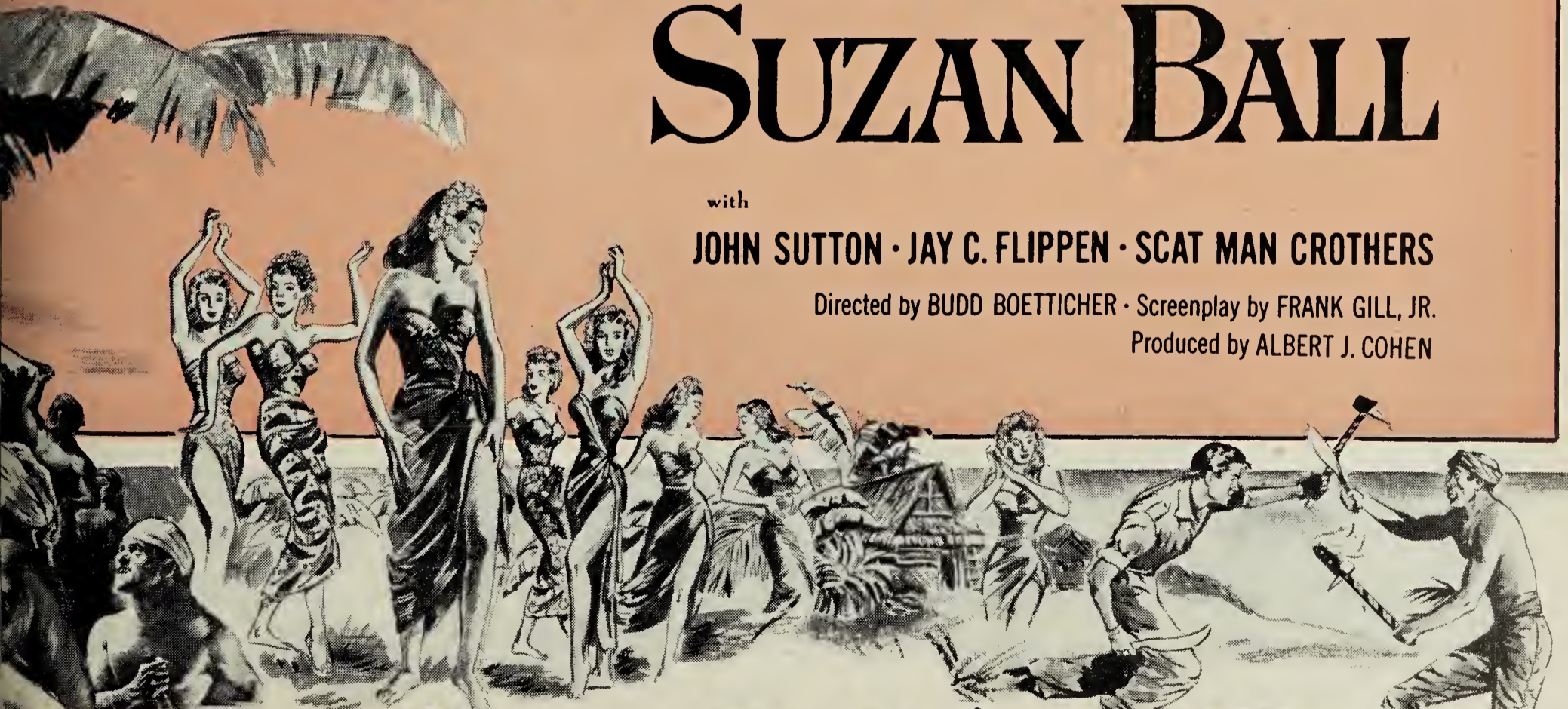
SUZAN BALL

with

JOHN SUTTON · JAY C. FLIPPEN · SCAT MAN CROTHERS

Directed by BUDD BOETTICHER · Screenplay by FRANK GILL, JR.

Produced by ALBERT J. COHEN



with the BUILT-IN Profit!



The International Scene

Canada

Tax Methods Vary In Canadian Area

TORONTO—A recent survey shows that patrons in Canada have their amusement dollar chopped and sliced in many and varied ways.

A federal amusement tax imposed during the war was dropped in April, 1948, but rather than bring the benefit expected by the exhibitors, the provinces and municipalities moved into the field. They collected \$11,887,226 in 1951, compared with \$15,819,402 collected in the last year of the federal tax, 1947. The national box-office jumped by almost \$30 million from 1947 to 1951.

Some of the imposts stuck on by the various communities in the country, include five cents on every admission in Newfoundland, with the money earmarked for cancer research and treatment. Ontario's impost is called a hospital tax, with the money directed in that field.

The Province of Saskatchewan has no amusement tax, with the municipalities left to collect what they wish, this being done by many of the communities. In Newfoundland, tickets are taxed in one way or another in 35 communities. One taxes the gross 10 per cent if the theatre operator is a non-resident and five per cent if he isn't, with a minimum of \$10 per performance.

Municipalities in Quebec share their receipts with the Province. Most provinces exempt children's tickets for matinees if they sell for under a certain amount or if the children are under a certain age or if the performance takes place on certain holidays.

The tax on adult admissions varies. In Ontario it's 12½ per cent, while in British Columbia it is 17½ per cent. Some provinces allow the theatre operator a commission on the total collected; in Ontario, for instance, it's two and a half per cent.

One aspect of the tax collection is that in the western provinces there is no tax collected in some instances for lack of a profit motive. Businessmen in small communities run operations, and since there is no profit motive, there is no tax. The

accruing money is then turned over to the operators. Opposition voiced by standard operations has resulted in a reclassification by the provinces.

Canadian Comment

To head a newly-created Famous Players district in western Ontario is Bill Trudell, manager, Capitol, London. The announcement made by Morris Stein, eastern division general manager, points out that Trudell's territory covers London, Brantford, Woodstock, St. Thomas, Chatham, and Sarnia, with headquarters in London. A luncheon was held in London to honor Trudell. Present were the managers in the new district and company executives including President John J. Fitzgibbons, Stein, Dan Krendel, and James R. Nairn. Explaining the creation of the new district, Fitzgibbons said that it was made to shape a more compact organization with closer supervision in view of present competition and the changing future. Trudell, 42, was born in London, and, at the age of 11, was the junior ticket-taker at the Port Stanley Casino, where he became fast friends with the Lombardo brothers. While working at another dance hall, he completed his education, joining Famous Players in 1928. He moved up, and when the Capitol, St. Thomas, was opened, he was made assistant manager, Capitol, London. In 1935, he became manager, Brant, Brantford. In the next 18 months, he managed the Capitol, Guelph; Imperial, Sarnia, and, in 1937, returned to the Capitol, London, where he has been since. A year later he married Jeanne Stewart. They have five children.

A well-known newspaper columnist and recently director of advertising and publicity for Warners in Canada, Stan Helleur has taken over the post of chief of information and promotion, National Film Board. The department is being organized to expand present publicity in Canada and abroad. He is being succeeded in his post at Warners by Irving Herman, who held a similar position with United Artists.

Arthur Manson, MGM Pictures of Canada Limited, Toronto, revealed the following exploitation highlights of MGM pictures as reported by Canadian showmen. Pete Seelinger, Capitol, Halifax, and

British To Oppose Remittance Boost

LONDON—British delegates to the Anglo-American film agreement talks set for Sept. 22 are prepared to insist there is no hike in dollar payments for U. S. films shown in England. Under the present agreement ending on Sept. 30, U. S. companies may remit \$17,000,000 to New York, plus additional amounts accruing from the production of features in England by American companies, an estimated \$20,000,000 in the 12 months.

Representing England in the sessions will be Sir Maurice Dean, second secretary to the Board of Trade, and Sidney Golt. British proposals are expected to be the first order of business on the agenda, with the main proposal to be that present remittance limitations be maintained.

Harrison Howe, Paramount, Saint John, sold "The Story Of Three Loves" with ad and lobby copy strong enough to create two highly successful engagements. Walter Wilson, Paramount, Edmonton, made good use of the Esther Williams "Safety tips on swimming" booklets for "Dangerous When Wet," offered as a giveaway on his regular weekly radio broadcast. Ernie Warren, Elgin, Ottawa, sold "Lili" by holding an advance screening for leading columnists, movie critics, disc jockeys, and women commentators. He backed up a teaser ad campaign with the use of cards on all the street cars in Ottawa with just the copy "You'll Love 'Lili,'" and also had two girls dressed up as French maids giving away candy kisses on the street.

Alfred E. Daff, executive vice-president, Universal Pictures Company; Charles J. Feldman, general sales manager, and F. J. A. McCarthy, southern and Canadian sales manager, were in Toronto for a series of meetings with A. W. Perry, president, Empire-Universal of Canada.

CINE CHATTER: Toronto was the scene of two North American premieres of English films, "Innocents In Paris", a Romulus production, distributed in Canada by Cardinal Films, which opened at the Savoy, and "Genevieve", a JARO release, which played the Hyland, Toronto.

A variety night in aid of Variety Village is being held in Toronto by the Exhibition Stock Car Racing Club on Sept. 22. . . . Children 16 and under were banned from attending theatres and swimming pools in Alberta due to a polio outbreak. . . . Jean Paul Pageau, 35, has been appointed Quebec sales manager for Warners' new 16mm. division. Pageau will work from Warners' branch in Montreal. . . . Arch Jolley, in charge of arrangements for the meetings of the Motion Picture Theatres Association of Ontario and the Motion Picture Industry Council in Canada, is urging delegates to book their reservations early. . . . A two-reeler compiled from the vaults of newsreel makers on Germany has been released by the National Film Board. . . . Henry L. Nathanson and Hillis Cass, president and general sales manager, respectively, MGM in Canada, were at the company's international sales conference at the studio in Culver City.

(Continued on page 17)



Seen, left to right, are Jonas Rosenfield, Jr., E. R. Zogniotti, Seymour Schussel, Bernard Jacon, Bernard Lewis, and Phil Levine, all IFE executives, at the recent IFE luncheon in New York for exhibitors.

SPECIAL BULLETIN!

**ORDER POLAROID[®] 3-D GLASSES
FROM YOUR
RCA THEATRE SUPPLY DEALER**



Polaroid Corporation announces the appointment of RCA Victor Division of The Radio Corporation of America as the national distributors of Polaroid 3-D Glasses.

Now you can get the *best* in 3-D glasses . . . and the best in prompt, efficient service . . . to help you show

your 3-D pictures as they should be shown.

For your next 3-D picture, don't take chances, take the *best* . . . genuine Polaroid Glasses. Just pick up your phone and call your regular RCA Theatre Supply Dealer. Your order will be shipped promptly.

POLAROID CORPORATION, CAMBRIDGE 39, MASS.

This Was The Week When

Contracts concluding arrangements to film "Oklahoma!" in the Todd-AO Process were signed in New York City by Richard Rodgers and Oscar Hammerstein II and George P. Skouras, president, Magna Theatre Corporation, which controls the new film technique which utilizes a single projector, does not require special glasses, obtains its multi-dimensional, participant effect by means of an outsize 65 mm. film, a directional eight-channel sound track, and a full-stage curved screen. . . . It was revealed by U-I that Piper Laurie had been chosen "Redhead of the Year" by the Organization of Redheads, with Beth Douglas, executive secretary, making a tour of cities to "mobilize the nation's redheads."

U-I's "The All-American" was set for its world bow at the Broadway Capitol, Detroit, on Sept. 23, with personalities participating in the premiere. . . . Manny Reiner, foreign sales manager, Samuel Goldwyn Productions, arrived in this country after three months on the Continent in connection with "Hans Christian Andersen." . . . Charles Boasberg, RKO general sales manager, and Walter E. Branson, assistant general sales manager, returned from an extensive sales tour in the west and midwest. . . . Exhibitors booking the RKO-Pathé "Tower Of Destiny" short in conjunction with "United Nations Day" on Oct. 24 were advised that a tieup would be available with United Nations stamps on the subject.

R. M. Savini, president, Astor, and Al Zimbalist, executive producer, Three Dimensional Pictures, Inc., signed a joint production agreement for "Cat Women On The Moon," to be filmed in 3-D. . . . MGM revealed that it would follow its five-city world premiere of "Take The High Ground" in Texas this month with saturation bookings throughout the state which will see 98 per cent of all state theatres playing the show within three weeks of the gala bows. . . . MGM issued a special pressbook on the "Pete Smith Specialty," "Cash Stashers," made with the cooperation of the Treasury. . . . It was learned that TV broadcasters from 10 states would meet in Philadelphia on Sept. 17 to discuss pay-as-you see TV.

Murray Silverstone, 20th-Fox International Corporation, returned from a six-week European trip. . . . MGM announced that it will release 10 pictures by the end of the year, with seven in color, as follows: September—"Half A Hero", "Terror On A Train", and "The Actress"; October—"Mogambo", "Torch Song", and "Take The High Ground", all in color; November—"All The Brothers Were Valiant" and "Kiss Me, Kate", in color, and December—"Escape From Fort Bravo" and "Easy To Love", in color. . . . "Sabre Jet", UA release, had its world premiere at Loew's, Dayton, O.

A two-day meeting of RKO Theatres' division managers was held in New York City with Sol A. Schwartz presiding. . . . Arthur Davis announced that he had obtained distribution of 18 new French films, to be released at the rate of one a month, starting in October. . . . Republic declared a dividend of 25 cents a share on its preferred stock.

Allied Artists Set Prize Money

NEW YORK—Morey R. Goldstein, Allied Artists vice-president and general sales manager, last week announced that the company will hold a branch managers' sales drive during the 13-week period beginning Nov. 6 and ending on Jan. 29. The drive conducted by each branch will be named in honor of the branch manager. "Slade" has been selected as the picture to launch the drive.

The company's 30 domestic exchanges have been divided into three groups for the purpose of the drive, and the winning branch manager of each group will receive a prize of \$1500, and his salesmen and bookers will receive two weeks' salary. The runner-up branch manager in each group will receive \$500, and one week's salary will be given to his salesmen and bookers. An award of \$250 will be given to the branch manager in each group that finishes third.

Additionally, first, second, and third prizes of \$500, \$300, and \$200, respectively, will be given the branches turning in the best performances on the "Little Rascals" one and two-reel comedies.

Previously, Harold Mirisch, AA vice-president, announced at the opening of

Tax Collections Increase

WASHINGTON—The Bureau of Internal Revenue reported last week that general admission tax collections for June totalled \$26,269,741, compared with \$23,039,083 the previous year. In both cases, figures reflect business done in May.

The Bureau also released a report showing tax collections for the government's fiscal year ended on June 30. Admissions to theatres and all other forms of amusement for the 12 months from June, 1952 to May, 1953 are put at \$312,831,000, 5.4 per cent less than the \$330,817,000 collected in the year ended on June 30, 1952.

Cinerama At Chicago Meeting

CHICAGO—Arrangements have been completed for a special showing of Cinerama and inspection of its equipment for exhibitors attending the 1953 TOA convention and trade show combined with the TESMA trade show, at the Conrad Hilton Hotel on Nov. 1-5, it was announced last week by convention chairman David Wallerstein.

a two-day branch managers' meeting at the Drake Hotel, Chicago, that Terry Turner, General Teleradio Corporation, New York, had been retained to handle a special television and radio campaign for the company's "Riot In Cell Block 11", now in production.

Texas COMPO Says Bigger Program Is Due

DALLAS—At a special executive board meeting of Texas COMPO last week, it was unanimously decided that the office would continue operations, but with a more comprehensive and accelerated program designed to function for greater intra-industry relations and emphasizing the urgency of integrating a more compatible relationship with the theatre-going public. The board authorized reinstatement of the press department.

All major circuit contributors endorsed the extensive reorganizational plans and pledged their financial support. The majority of all the independent exhibitors contacted likewise pledged their financial support.

20th-Fox All-Out For "Robe" Premiere

NEW YORK—20th-Fox was this week marshalling all its efforts for the world premiere of what it considers its greatest and most important production achievement, "The Robe."

Theatres across the country of the Loew's, RKO, Skouras, Brandt, Randforce, Balaban and Katz and Great States circuits, as well as independent situations, will join with local first-run and neighborhood theatres in an unprecedented salute to the premiere of "The Robe." At the moment when the first CinemaScope production will be shown to the public, the participating theatres will simultaneously blink their marquee lights in the navy's code signal for "Good Luck."

Promotional campaigns were set up covering initial openings in Boston, Cincinnati, and Dayton, O., by Rodney Bush, exploitation manager, 20th-Fox, at a meeting of RKO Theatres division managers.

Nine key city theatres have been selected by 20th-Fox to open "The Robe" following the gala world premiere on Sept. 16 at the Roxy. Openings are planned for the Fox, Atlanta; State Lake, Chicago, and the Fox, Philadelphia, on Sept. 23. On Sept. 24, "The Robe" will be opened at the Chinese, Los Angeles, and the Palace, Dallas, and the Worth, Fort Worth, Tex., will stage its premiere on Sept. 29. Three theatres are slated to introduce the production on Sept. 30, the Fox, San Francisco; 5th Avenue, Seattle, and Majestic, San Antonio, Tex.

Timed to the release of "The Robe", publishers Houghton-Mifflin issued a new edition of Lloyd C. Douglas' celebrated novel, and will launch a national promotional campaign.

Professor Henri Chretien, noted French inventor whose pioneering optical research led to the development of CinemaScope, will make a special trip from France to be on hand for the premiere.

In Hollywood, Charles Skouras, National Theatres, and Daryll F. Zanuck, 20th-Fox production chief, last week signed a contract calling for exclusive showing of "The Robe" at Grauman's Chinese beginning Sept. 24. The pact specifies that the CinemaScope feature will not be shown elsewhere in Southern California this year.

Suit To Be Filed On No-Admission Taxes

COLUMBUS, O.—Charles Sugarman, co-owner, Little, with Leo F. Hofheimer, announced last week that he would test the legality of the 20 per cent amusement tax at the house, operating on a voluntary donation basis since last Nov. 12. He bases the suit on the fact that no tickets have been sold and seeks to regain the tax paid since the theatre changed policy.

Sugarman was told by the Bureau of Internal Revenue in April that he would have to pay the tax until a court could determine its legal relation to the theatre's income. The tax was arrived at by taking 120 per cent of the theatre's income as shown in bank deposits and dividing by six.

Drive-In Convention In Spring; Ezell Reports On Unit's Progress

DALLAS—Claude Ezell, founder and organizer, International Drive-In Theatre Owners Association, revealed last week in the organization's first news bulletin that the forthcoming convention, which was to be held on Sept. 28, 29, and 30 in conjunction with the Texas Compo conference, had been postponed until the spring.

Other matters discussed included the announcement that the association was negotiating with a company which has perfected an all-purpose screen for 3-D, flat, and wide-angle subjects in drive-ins. It is said to be completely seamless, hard surfaced, durable, and impervious to weather conditions. Ezell said the screen would be relatively inexpensive, and would be available as soon as current tests are completed. He also revealed that the German-made Zeiss-Ikon lens, adjustable to any of the ratio sizes, would soon be available to drive-ins at a reasonable price.

Ezell reported that the Polaroid Corporation has agreed to make 3-D glasses for children, and will make them available in approximately six weeks. Distributors have also agreed to redesign film containers and reels, gradually replacing them with new ones made of lighter and equally durable material and effecting a substantial saving in film transportation, he declared.

The drive-in executive also stated that the association was readying a proposal to present to distributors and the proper

authorities in Washington on an arbitration system which may be the solution to many drive-in problems, among them competitive bidding, print shortages, clearances, and the "moviethon" evil.

Ezell said that considerable progress had been made with automobile manufacturers, as well as Libby-Owens-Ford and the Pittsburg Glass Companies, in connection with the elimination of tinted windshields. Car manufacturers have also assured the association, he stated, that the customary metal strip used in some cars to divide the windshield will be discarded for one piece of glass. Manufacturers have also been persuaded to make an adjustable sun visor so that patrons sitting in the rear of the car can view the full screen, he said. The automobile industry is also becoming more cooperative regarding buttons to break the light circuit while the car door is open; an automobile horn that will not sound when the ignition key is turned off; a car heater that will operate without the engine running, and an electrical windshield wiper that runs off the battery.

At the request of the drive-in association, theatre equipment companies have begun a research program to perfect a stereophonic sound system for drive-ins, Ezell said. Ezell also announced that the Gilmore Drive-In, Los Angeles, recently made the first open-airer test of the CinemaScope lens with good results in clarity and scope.

The International Scene

(Continued from page 14)

A major exhibition agreement calling for 20th-Fox's CinemaScope "The Robe" to be opened in every key city of Canada starting in October and November has been concluded between the film company and the Famous Players Canadian Corporation Limited. The contract for 21 initial openings was negotiated by J. J. Fitzgibbons, president and managing director, Famous Players; Ben Geldsaler, circuit chief buyer, and Arthur Silverstone, 20th Century-Fox's eastern and Canadian sales manager, and Peter Myers, Canadian sales manager. The production will be opened in every Famous Players first-run from Vancouver, British Columbia, to St. John, Newfoundland, starting some four weeks after the world premiere in New York.

—HARRY ALLEN, JR.

England

In London, it was learned that deals under which J. Arthur Rank firms would turn out anamorphic lenses, stereophonic sound, and Miracle Mirror screens for CinemaScope have been closed, with formal announcement to come after approval by the Board of Trade and the Treasury. Taylor, Taylor and Hobson, Limited, a Rank affiliate, would make the lenses under the agreement, while British Acoustic Films, Limited, also a Rank affiliate, would make the four channel sound on film reproducers. Another Rank subsidiary would turn out the screens.

In London, it was announced that 20th-Fox would suspend film production in Great Britain for one year, because of the company changeover to CinemaScope. Freddy Fox, British director of production, will go to Hollywood to learn the new technique.

In London, veteran Reginald J. Jackson, for the last six years advertising manager for Associated British-Pathe, has been named director of advertising, publicity, and exploitation for the company, it was announced by W. A. Fielder, general manager. At the same time, Fielder announced the resignation of Euan W. Lloyd, publicity manager.

In London, Arthur S. Abeles, Warners' managing director, stated that Warners would continue to ask rental terms already fixed for its 3-D "House Of Wax" in the face of demands by the CEA that a top rental of 50 per cent be fixed on the attraction and all other 3-D films.

Mexico

In Mexico City, producers granted a 20 per cent wage boost to technicians and manual workers plus a lump sum of \$2,000 per film for vacations and savings funds, ending a 50-day strike. In return, the union has extended permission for the construction of exterior sets with technicians involved, in addition to manual labor which in the past had upped costs.

Italy

20th-Fox staged a special preview demonstration of CinemaScope at the Palace, Venice, as the climax of the Venice Film Festival.

Teen-Age Picketing Closes Two Theatres

STEVENS POINT, WIS.—Picketing by teen-agers in protest against a boost in admissions resulted in the Fox and Lyric being closed by Daniel J. Kerski, manager, who said that this was done to "protect our patrons and the property of adjoining merchants." The houses are operated by Fox-Wisconsin.

A court hearing was scheduled.

Germany

In Frankfurt, 20th Century-Fox's CinemaScope was demonstrated and enthusiastically welcomed by several thousand theatre owners and operators who attended a special morning demonstration at the Metro Au Schwan.

Disney Action Progresses

HOLLYWOOD—A Superior Court Judge last week ordered posting of \$65,500 as security for the benefit of defendants in a suit brought by Clement J. Melancon, a stockholder in Walt Disney Productions. Melancon filed suit to void all employment contracts between the company and its board chairman, Walt Disney, charging that contract terms were unfair to stockholders. Melancon claims to own 500 share of common corporation stock, and says he has received no dividend in the past six years because, he says, Disney's salary is excessive. Disney receives \$3,000 a week plus royalties.

Drive-In Record For 20th-Fox

NEW YORK—What is believed to be a new record for a single major distributors' five-week representation at U. S. and Canadian drive-ins is assured 20th-Fox during the Al Lichtman Testimonial period that officially got under way last week and runs through Oct. 8. The 38 branches had booked for the testimonial a total of 45,673 playing days for features at 3044 of 3957 drive-ins.

Konekoff

(Continued from page 7)

picture industry to grasp the importance of this new media of entertainment is compelling the broadcasters to enter the field of motion picture production for initial television release."

Balaban stated, "You can't fool audiences about entertainment. I've always felt that TV viewers would welcome and deserve first quality film entertainment. We're delighted to help in accomplishing that aim."

We're delighted to tell exhibitors about what they have to look forward to in the future.

ADD CRUMPET NOTE: Regarding our social note concerning the tea-and-crum-pet party for the opening of "The Beggar's Opera" at the Baronet, we have been informed that the items served with the tea were not really crumpets but rather, our expert claims, scotch hot cakes.

And nary a lord or a lady let out a peep about the lack of authenticity. Pip, pip and all that sort of stuff, and for shame.

SPINACH IN 3-D: "Popeye" the invincible, the indestructible, and the perennial rescuer of that gargoyle damsel known affectionately to all as "Olive Oyle", has become modernized, and he, too, is now available in 3-D, courtesy of Famous Studios and Paramount.

This was brought out forcibly at a screening of the first such subject involving the spinach-loving sailor when Oscar Morgan, general sales manager in charge of shorts and newsreels, hosted a special screening and cocktail reception of the subject, "Popeye—The Ace Of Spades." Present to see Popeye cavort in space and on Mars were trade press editors, Hearst representatives, the makers, the staff, and execs at Famous Studios, and home office people.

The screening of the 3-D short followed the showing of two other subjects, the Betty Boop cartoon produced in 1933 in which the sailor made his film debut and the first Popeye starring cartoon, "I Yam What I Yam", released by Paramount exactly twenty years ago.

Morgan revealed that Famous Studios has done a great deal of research on 3-D in the cartoon field, and it has developed an unusual undisclosed camera technique for the production of 3-D cartoons which is supposed to reduce by months the normal production schedule. It is called "Stereotoon."

To accommodate theatres with wide-screens, the short was shot in the 1.66 to 1 ratio, but can be shown without impairing the picture up to 1.85 to 1 ratio. In fact, said Morgan, all Paramount subjects are being shot 1.66 to 1. As for 3-D, he expected that subjects would be produced in this medium in accord with the public demand, and, along those lines, Famous Studios has its second 3-D subject in production, a "Casper—The Friendly Ghost."

Incidentally, the 200 Popeye cartoons that have been released in the past 20 years have grossed about 10 millions, which is a lot of spinach in any dimension.

THE METROPOLITAN SCENE: Fred Goldberg has been appointed vice-presi-

WarnerScope Official Title For Process

BURBANK, CAL.—WarnerScope is the new official name for Warner Brothers' wide-screen process, previously identified as WarnerSuperScope, the studio announced last week.

RKO Theatres Drive Will Honor Howard

NEW YORK—RKO Theatres division managers, in a home office business session with company executives and department heads, last week dedicated a business drive to William W. Howard, vice-president.

The items discussed included ways and means of stimulating business, the new screen and sound techniques, and future film product.

Sol. A. Schwartz, president, RKO Theatres, and Howard participated.

The "RKO Theatres' William H. Howard Drive" starts immediately, and each division manager will participate according to his own plans. Home office executives and department heads will lend their respective talents and services to any special activity requested by division managers.

IA Hospital Aid Due

NEW YORK—Richard F. Walsh, president, IATSE, following the first mass visit of union members to the Will Rogers Memorial Hospital, Saranac, last week pledged increased promotion of the hospital among all alliance locals.

A luncheon meeting presided over by Walsh, a vice-president of the hospital, emphasized the problems of financing the hospital. Charles E. Lewis, executive vice-president, reported that 35 IA members have been taken in and cured during the past four years at no cost to themselves. The average cost to the hospital over an extended period was \$60 per week. He also stated that, at present, one-fifth of the hospital patients come from IA, the largest single group benefitting from hospital services.

Union members spent most of their time at the hospital visiting patients.

The committee handling arrangements included Thomas Murtha, Brooklyn Local 4, chairman; Vincent Jacobi and Joseph McCarthy, New York Local 1, and Ernest Lang, New York Local 306.

dent in charge of operations for Norton and Condon, public relations firm. He started there as of Sept. 8 after resigning as publicity manager for Italian Films Export. He will supervise all of the company's campaigns. . . . Harold J. Salemsen, former producers' representative, newspaperman, and writer, has been appointed assistant to E. R. Zorogniotti, executive vice-president, Italian Films Export. . . . The Roxy is looking for the first moviegoer who ever entered the theatre on opening day, March 11, 1927 and who can prove it, to be a special guest for the premiere of "The Robe." . . . UA publicity staffers were looking for outrigger canoes so that they can have a race in honor of the opening of "Return To Paradise" at Loew's State on Sept. 10

PEOPLE

NEW YORK—Robert Gordon Edwards has been appointed head, Rome public relations office, Italian Films Export, it was announced last week by Jonas Rosenfield, Jr., IFE director of public relations. Edwards, who recently arrived in Rome to assume his new duties, will coordinate news of film production and personalities in Italy and serve as liaison between the industry and IFE's New York office. He will be assisted by Richard McNamara, who joined the IFE staff last month following the resignation of David Hanna, former Rome public relations representative for the company.

NEW YORK—Maurice A. Bergman, Universal executive, was appointed last week to the post of national director of publicity, Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers, it was announced by Jack Cohn, president David A. Bader, who has been doing publicity work for the two groups, will function under Bergman.

NEW YORK—Jonas Rosenfield, Jr., IFE Releasing Corporation vice-president in charge of advertising, publicity, and promotion, announced last week the appointment of Ben Kornzweig as publicity manager. He replaces Fred Goldberg. Kornzweig was formerly general press representative for Irene Mayer Selznick.

NEW YORK—MGM announced last week that arrangements have been made to bring over from Nairobi, South Africa, Frank Allen, noted daring hunter, to continue the company's program of taking newsworthy personalities on tour. Allen was in charge of the safari during the filming of "Mogambo" in Africa.

NEW YORK—Frank P. Rosenberg, 20th-Fox producer since 1949, announced last week that he will leave the company after completing "King Of The Khyber Rifles", in CinemaScope, to form his own production company, Colony Pictures, Inc.

NEW YORK—Mort Sackett, president, Guaranteed Pictures Co., Inc., Commonwealth Pictures Corporation, and Commonwealth Film and Television, Inc., last week celebrated his 35th year in the industry.

NEW YORK—Edward Dooley, of the firm of Zirkle and Breden, last week joined the M. A. Shea Theatrical Enterprises in the accounting department under the direction of W. E. Barry.

HOLLYWOOD—Max Golden, veteran film executive, has joined Colony Pictures, Inc., as vice-president and general manager, it was announced last week by Frank P. Rosenberg, president.

LOS ANGELES—John W. Adams, former 20th Century-Fox studio public relations department executive, last fortnight joined the UCLA administrative staff as manager, Bureau of Occupations.

HOLLYWOOD—Milt Watt was last week appointed Republic studio publicity director, succeeding Mickey Gross, resigned.

. . . Three girls from Rome arrived to plug "Three Girls From Rome" appropriately enough.

The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (SEPTEMBER 9, 1953)

- Registering grosses in the highest brackets.
- Good, although not breaking down the walls.
- Just fair, nothing out of the ordinary, average.
- Disappointing, below what was expected.

The Week's Newcomers

- BIG LEAGUER (70m.) (MGM)
- HALF A HERO (71m.) (MGM)
- ISLAND IN THE SKY (109m.) (WB)
- PLUNDER OF THE SUN (81m.) (WB)
- ROMAN HOLIDAY (119m.) (Paramount)
- THE CADDY (95m.) (Paramount)
- THE MAN FROM THE ALAMO (79m.) (U-I)
- WINGS OF THE HAWK (80m.) (3-D) (U-I)

Continuing

- A BLUEPRINT FOR MURDER (76m.) (20th-Fox)
- ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE (76½m.) (U-I)
- ARROWHEAD (105m.) (Paramount)
- DEVIL'S CANYON (3-D) (91m.) (RKO)
- FRANCIS COVERS THE BIG TOWN (86m.) (U-I)
- FROM HERE TO ETERNITY (118m.) (Columbia)
- GENTLEMEN PREFER BLONDES (91m.) (20th-Fox)
- HANNAH LEE (3-D) (79m.) (Broder)
- HOUDINI (106m.) (Paramount)
- I, THE JURY (87m.) (3-D) (UA)

- INFERNO (3-D) (83m.) (20th-Fox)
- LATIN LOVERS (104m.) (MGM)
- MELBA (113m.) (UA)
- MISTER SCOUTMASTER (87m.) (20th-Fox)
- RETURN TO PARADISE (88m.) (UA)
- SAILOR OF THE KING (83m.) (20th-Fox)
- SECOND CHANCE (81m.) (RKO)
- SO THIS IS LOVE (101m.) (WB)
- THE AFFAIRS OF DOBIE GILLIS (73m.) (MGM)
- THE BAND WAGON (112m.) (MGM)
- THE CHARGE AT FEATHER RIVER (3-D) (96m.) (WB)
- THE FARMER TAKES A WIFE (81m.) (20th-Fox)
- THE GLORY BRIGADE (82m.) (20th-Fox)
- THE KID FROM LEFT FIELD (80m.) (20th-Fox)
- THE MASTER OF BALLANTRAE (89m.) (WB)
- THE MOON IS BLUE (90m.) (UA)
- THE STAND AT APACHE RIVER (77m.) (U-I)
- THE SWORD AND THE ROSE (92m.) (RKO)
- THE WAR OF THE WORLDS (84m.) (Paramount)
- THUNDER BAY (102m.) (U-I)

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

- U-I
"Desperate Moment"—Import should be attractive to the art spots.
- "Wings Of The Hawk"—3-D appeal should help interesting outdoor show.
- WB
"The Beggar's Opera"—Strictly for the art spots.
- "A Lion Is In The Streets"—Cagney-starrer will need plenty of push.
- UA
"99 River Street"—Okeh action meller.
- COLUMBIA
"Saginaw Trail"—Usual Autry.
"China Venture"—Melodrama will fit into the duallers.

IATSE Wins Point In NLRB Argument

WASHINGTON—Projectionists and cameramen of the film industry, who up to now have met with limited success at obtaining employment in the television studios, were given new hope last week by the National Labor Relations Board, which handed down a decision somewhat altering its previous adverse policy in the matter.

The new ruling, hailed as a victory by the IATSE, concerns the setup of voting units, for collective-bargaining purposes, at TV WXEL, Cleveland. Heretofore, in establishing such units, the NLRB has lumped the projectionists and video cameraman in with electronic engineers, who have had their own union representation.

The board now has ruled for the first time that projectionists and electronic cameramen, along with microphone boom men, under the type of operation carried on by WXEL, properly belong in the program unit, made up of employes who put on the shows. In this sphere, the IATSE long has been predominant, in television as well as in stage and screen work.

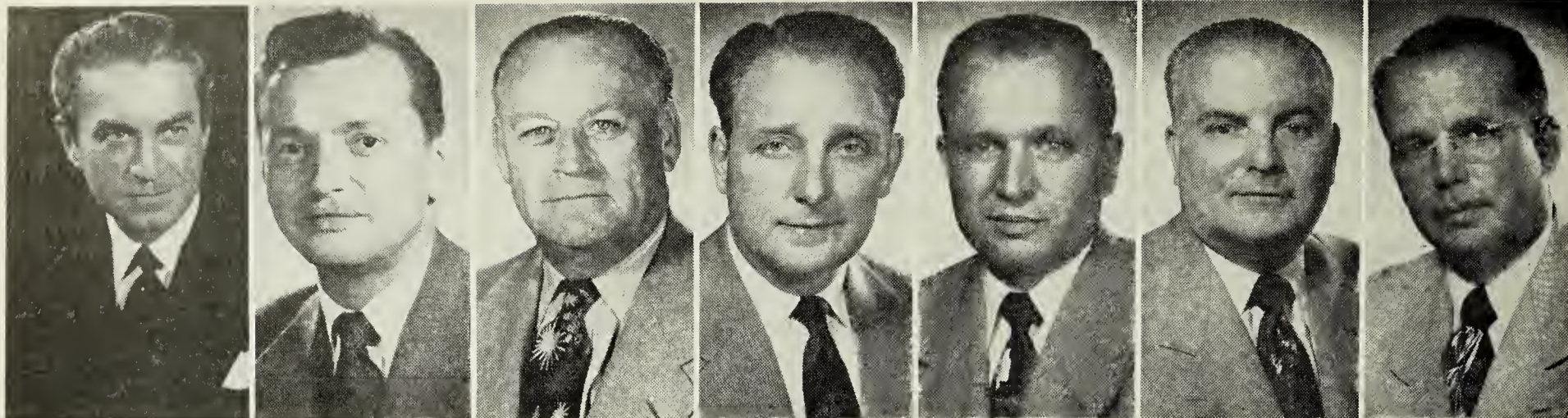
Elections to choose collective-bargaining representatives for the two units established will take place prior to Sept. 28.

Vistarama Shown To Coast Groups

HOLLYWOOD—Carl Dudley, president, Dudley Pictures Corporation, unveiled his new Vistarama wide-screen process at the Hollywood Paramount last fortnight with a preview screening attended by 300 producers, directors, writers, cameramen, and theatre owners. Shown was the first Vistarama film set for release, "Aloha Nui", a one-reel travelogue of Hawaii, photographed in Eastman color.

The color was sharp and clear, viewing from various parts of the theatre was normal, and the picture maintained its sharpness around the edges.

Dudley described his system, 20th-Fox's CinemaScope, and WB's Warner-Scope as being like peas in a pod.



Involved in the recent realignment of Paramount manpower in key positions are, left to right, Hugh Owen, eastern and southern division sales manager and executive assistant to Ted O'Shea, Paramount distribution vice-president; Jack L. Stevenson, San Francisco sales manager, promoted to San Francisco branch manager; H. Neal East, San Francisco branch manager, promoted to assistant division manager under George Smith, western divi-

sion sales manager; Jack Brown, Boston sales manager, promoted to Boston branch manager; Foster Hotard, Atlanta salesman, promoted to Atlanta branch manager; John G. Moore, Boston branch manager, promoted to assistant division manager in charge of Boston, New Haven, Albany, and Buffalo, and W. G. Bradley, Atlanta branch manager, now assistant division manager covering Atlanta, Charlotte, Jacksonville, and New Orleans.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Colorado: President Eisenhower on vacation.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 72) South Korea: General Van Fleet visits released POW's. San Francisco: More GI POW's home. Texas: Floods. Flint, Mich.: "Operation Tornado." Germany: East Germans get food. West Barrington, R. I.: Golf queen. Australia: Motorcycle mud scramble.

NEWS OF THE DAY (Vol. XXV, No. 202) San Francisco: More GI POW's home. St. Louis: Legion convention. Flint, Mich.: "Operation Tornado." Germany: East Germans get food. New York City: Sports car race. Southern California: La Jolla rough-water swim.

PARAMOUNT NEWS (No. 5) St. Louis: Legion convention. Flint, Mich.: "Operation Tornado." Germany: West German elections near. Germany: A story without a match. Southern California: La Jolla rough-water swim.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 496) San Francisco: More GI POW's home. St. Louis: Legion convention. Flint, Mich.: "Operation Tornado." Germany: West German elections near. California: Dr. Lee DeForrest marks 80th year. Canada: "Mother Goose" zoo at Vancouver, B. C. West Barrington, R. I.: Golf queen. Memphis: High school grid stars.

WARNER PATHE NEWS (Vol. 25, No. 7) Germany: West German elections near. Malaya: War-shattered railroad reopens. Canada: Diamond jubilee of Canadian National Exposition at Toronto. Italy: Admiral Fechteler greeted in Rome. France: Vietnam emperor visits Paris. Canada: "Mother Goose" zoo at Vancouver, B. C. New York City: Sports car race. Professional football: Rams 27, Browns 9.

TELENEWS DIGEST (Vol. 7, No. 36-A) Colorado: President Eisenhower on vacation. Flint, Mich.: "Operation Tornado."

FOR SALE

All Projection and Sound Equipment, Including Generators, to Equip Two Theatres.

NORRIS THEATRE

NORRISTOWN, PA.

England: Princess Margaret's romantic interest back. Denmark: General Gruenther confers with Danish Defense officials. Germany: West German elections near. Germany: Rail-bus takes to road, too. Africa: W. H. Ball sees Victoria Falls.

IN ALL FIVE:

Morocco: French proclaim new Sultan. Washington: B-36 launches thunderjet in mid-air.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 71) New York: United States wins votes in UN debates on Korea issue. Little Creek, Va.: Navy tries out midget subs. Brooklyn, N. Y.: Sailors donate blood. Holland: Mopping up flood waters. Cypress Gardens, Fla.: Flying high on water skis. Australia: Diving artistry, but no water.

NEWS OF THE DAY (Vol. XXV, No. 201) Indo-China: Desert warfare. Brooklyn, N. Y.: Sailors donate blood. France: Paris fashions by Jean Desses. Palisades Park, N. J.: Beautiful legs contest. Spain: Monkeyshines in Barcelona zoo.

PARAMOUNT NEWS (No. 4) New York: United States wins votes in UN debates on Korea issue. France: Paris fashions by Christian Dior. New York City: "Old Timers" Day at Yankee Stadium.

UNIVERSAL-INTERNATIONAL NEWSREEL (Col. 26, No. 495) Iran: Shah back. New York: United States wins votes in UN debates on Korea issue. Indo-China: Operation Camargue. Brooklyn, N. Y.: Sailors donate blood. Annapolis, Md.: Gridders train at Naval Academy. France: Paris fashion preview.

WARNER PATHE NEWS (Vol. 25, No. 6) New York: United States wins votes on UN debates on Korea issue. Iran: Shah back. Korea: United States mission of mercy in Seoul. Brooklyn, N. Y.: Sailors donate blood. France: Paris fashions by Christian Dior. Palisades Park, N. J.: Beautiful legs contest.

TELENEWS DIGEST (Vol. 7, No. 35-B) Washington: B-36 launches thunderjet in mid-air. Iran: Shah back. Morocco: French proclaim new Sultan. New York: United States wins votes in UN debates on Korea issue. France: Paris fashions.

NATIONAL BOARD OF REVIEW

Aug. 29, 1953

SELECTED FEATURES: "So Little Time" (MacDonald); "Thy Neighbor's Wife" (20th-Fox).

Quality

(Continued from page 10)

opened synchronization studios in Paris, Rome, Barcelona, and Frankfurt.

Dietz told the sales executives that the early completion of the company's fall and winter product made possible advertising and exploitation of a magnitude never before seen. Citing "Mogambo" as an example, Dietz said that the campaign would reach 172,000,000 people through national media, to be supplemented by special campaigns in 100 cities. The extended time element has also made it possible to set release dates most advantageous to the picture. A big attraction will be released for each holiday, he said. Dietz described promotional campaigns on the various films and a showmanship contest, with awards going to exhibitors playing MGM films.

The last day was devoted to individual meetings by the six sales managers with their branch managers. Delegates also attended a luncheon with the company's executives, producers, directors, stars, and members of the press, which closed the convention. Schary, Reagan, Dietz, and Loew spoke for the company to the group, which was entertained by stars and others.

A highlight of the session was the address by William F. Rodgers, vice-president and sales consultant, in what he declared would probably be his last opportunity to talk to the sales body as a unit before his retirement in 1954.

He paid tribute to Marcus Loew and Nicholas M. Schenck for establishing a policy of fairness, and said that "MGM earned and did not coin the expression, 'The Friendly Company.'"

Wide-Screens In Army Posts

WASHINGTON—Service director Fred Bund announced last week that the Army and Air Force Motion Picture Service has started its first installations of wide-screen facilities in 45 theatres at military posts, and all should be installed by the end of November. The organization operates about 380 theatres in the continental United States.

Aug. 22, 1953

SELECTED FEATURE: "So This Is Love" (WB); "Mister Scoutmaster" (20th-Fox).

NEWS OF THE

Territory

BRANCHES

Atlanta

Moe Esserman, former owner, Elks, Huntsville, Ala., some 20 years ago, now with Screen Classics, Indianapolis, was in.

Columbia Notes—Mr. and Mrs. R. J. Ingram, he's veteran district manager for the south, were on a tour in Europe won in the recent drive. . . . Also off to Europe were Mrs. George Roscoe and two daughters. Mrs. Roscoe is the wife of branch manager Roscoe.

The new Azalea Drive-In, Orangeburg, S. C., for 450 cars, opened, and the Fox Drive-In, Seneca, S. C., for 400 cars, owned by Harry and Frank Osteen, will soon open.

The Leach, LaFollette, Tenn., closed. . . . Another theatre to close is the Park, Trion, Ga.

Martin Theatres, Columbus, Ga., has taken over the following theatres from Colonel T. E. Orr, Amusement Enterprises, Albertsville, Ala., the Carol, Princess, and Shady Drive-In, Albertsville, Ala., and Rialto, Boaz, Etowh, and Liberty, Atalla, Ala.

J. N. Sullivan, Jr., is the new owner, Bay-View, Biloxi, Miss. . . . Prattville, Ala., voted to have Sunday movies all day.

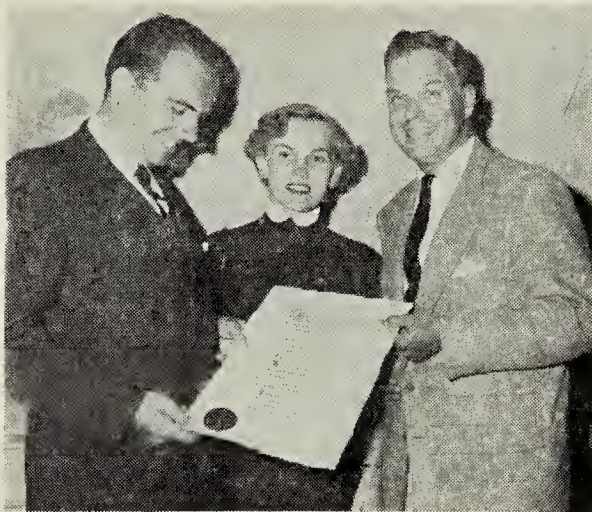
Clifford Still was recently appointed manager, Vance, Chipley, Fla. He replaces Carl Albright, resigned. . . . Newman H. Waters, head, Waters Theatres, has been appointed for a two-year term as a governor of the Downtown Club and Harry Curl Acme Amusements, Birmingham, Ala., is on the same board.

Don Sisson, owner, Riverview Auto Theatre, Indian River City, Fla., said that due to the bad weather and the great number of mosquitoes in the vicinity of Indian River City, he was forced to close for the remainder of the summer.

J. B. Blevins, president, Blevins Popcorn Company, is planning an early reopening of the Nashville, Tenn. plant, damaged by fire. Plants at Ridgeway, Ill., and Arcanum, O., picked up the slack caused by the halt in operations in Nashville.

Bill Raulerson was appointed manager, Royal, Blackshear, Ga., Stein Theatres. He replaces R. L. Marr.

Mose Waller, Jr., was appointed manager, Trail Drive-In, Sarasota, Fla., owned by Waller and Thomas Amusement, Inc., of which Waller is presi-



Tennessee Governor Frank Clement, left, recently presented a special citation to Warners for the studio's portrayal of one of Tennessee's most famous citizens, Grace Moore, in "So This Is Love." Accepting the award at a studio luncheon is Jack M. Warner as Mrs. Clement looks on.

dent. Waller also will continue active management of the Dixie Lee and his insurance business in Lenior City, Tenn.

Sam M. Berry, National Theatre Supply, Dallas, and family were visiting with friends. . . . Gault Brown, former manager, Hollywood, Madisonville, Tenn., was in visiting.

Thomas J. Rawling was appointed assistant manager, Palace, Jacksonville, Fla.

Charlotte

An attractive eight-page brochure on "Big Leaguer" has been mailed out of MGM to 200 theatres to southside Virginia and North Carolina. The occasion for this promotion is the fact that "Big Leaguer" has six members of the Danville Leafs included in the roster of actors.

A wide-screen and stereophonic sound are being installed in the Carolina. . . . The board of trustees of Queens College unanimously elected H. H. Everett, Stewart and Everett Theatres, temporary president, to succeed the late Dr. Charlton C. Jernigan. Everett is president, United Community Service, and is a former president of Chamber of Commerce. He is a former president of the Myers Park Country Club, and one of the founders and first president, Variety Club.



Joy Houck, president, Houck Theatres, New Orleans, recently reopened the Panorama, formerly the Paramount, New Orleans.

Lloyd Todd, booker, Stewart and Everett Theatres, is back after a vacation to Myrtle Beach, S. C. . . . Sam Cloninger, booker, 20th-Fox, is going on road replacing Charlie Mincey, salesman, coming back to the booking department. . . . Mabel Long, contract clerk, Columbia, moved up to the booking department, replacing Jim Cooley, resigned. . . . Ronald Dillon, salesman, National Theatre Supply, resigned to accept a position with the U. S. Rubber Company. . . . Erwin Tarkington, Tarkington Theatres, Four Oaks, N. C., has taken over operation of the Devon, Aulander, N. C., formerly owned by Pete Lassiter. . . . The Ruby, Blacksburg, S. C., closed.

Theatre Booking Service will handle buying and booking for the K and M, Swansboro, N. C., formerly the Wade, taken over by N. J. Kellum. . . . Stewart and Everett Theatres opened the new Wilrik, Sanford, N. C. . . . Theatre Booking Service will handle buying and booking for the Gem, Hillsboro, N. C.

Gerry Phillips replaced Jean Caudell as typist-clerk at Republic. . . . Hap Bell, former office manager, U-I, joined the booking department at Warners replacing Harry Gosey, who resigned to join National Theatre Supply. . . . Lib Bradshaw, cashier, Theatre Booking Service, is back after vacationing at Blowing Rock, N. C.

Harry Katz, Kay, Atlanta, was in. . . . Jim Cooley, booker, Columbia, resigned to accept a position in the booking department at 20th-Fox. . . . Augie Lamont, shipper, Republic, and family left for a vacation to New York City.

The Holliday Drive-In, Shallotte, N. C., opened. Queen City Booking Service will handle buying and booking. . . . Howard Anderson, Anderson Theatre Company, Mullins, S. C., opened his new 410 Drive-In, Tabor City, N. C. . . . Consolidated Pictures Corporation has taken over operation of the State, Mooresville, N. C., formerly operated by Mrs. Bleeka Thompson. . . . Colonial Theatres, Valdese, N. C., has taken over the New Con Drive-In, Conover, N. C., from Consolidated Theatres, Inc. . . . Deepest sympathy goes to C. H. Arrington, Rocky Mount, N. C., in the recent death of his wife. . . . A new drive-in is under construction at Silver Valley, N. C. Owner is Joe Foust. . . . Jim Wallace, booker, RKO, resigned. . . . John Giddeons joined Theatre Booking Service as auditor. He is a former manager, Midway Drive-In, Durham, N. C.

Jacksonville

Henry Goldberg, Paramount home office auditor, New York City, was in. . . . Tommy Harper, Metro advertising man, was back from a district meeting in Atlanta. . . . Henry Harrell, assistant to Paul Wilson, 20th-Fox division manager, Atlanta, was here conferring with T. P. Tidwell, 20th-Fox branch manager, who returned from a New York trip. . . . James Taylor, 20th-Fox shipper, resigned to enlist in the army.

Out-of-town exhibitors seen along Film Row included L. O. West, St. Marys, Ga.; Leon Task, Miami, Fla.; Fenter Maker, Boynton Beach, Fla., and James Partlow, Altamonte Springs, Fla.

Harry Botwick, Florida State Theatres' general manager of confection sales, was back at his desk after attending the National Automatic Merchandising Association convention in Chicago and acting on company business in Milwaukee and Detroit.

The Warner branch office began a "Carroll Ogburn-All Media Sales Drive" on Aug. 30, named in honor of the branch manager. The drive ends on Dec. 26. . . . During "Houdini," Roosevelt, Arvin Rothschild was offering cash prizes to patrons who could wriggle out of any of the straightjackets he displayed on the stage. Clint Ezell designed an eye-arresting new front for the Roosevelt. . . . At the Skyview and Moncrief, Negro outdoor theatres, a series of bicycle races were planned for young contestants by the owner, National Theatre Enterprises.

Paul Hargette, Columbia branch manager, reported heavy exploitation for "Cruisin' Down The River." . . . R. J. Ingram, Columbia district manager, Atlanta, won an all-expense, round trip to Europe in the company's sales drive. . . . Mrs. Phil Eckert, Columbia secretary, left on vacation. . . . The Southern Wholesale Candy Association will hold its 1954 convention at the George Washington Hotel next summer.

Memphis

Denny Dukes, former office manager, Columbia, was a patient at Kennedy Veterans Hospital. . . . The Holly, Holly Springs, Miss., held what was probably the first showing of "The Moon Is Blue" in this area since it was banned here.

Clayton Tunstill, United Theatres, announced the opening of the Zebra Drive-In, Pine Bluff, Ark. There was a pre-opening performance to include inspection of the area, various buildings, playground, and miniature golf course, attended by invitation.

Jack Bomar, O. G. Wren, Little Rock, Ark., announced that the Mena Drive-In, Mena, Ark., reopened. . . . Arthur Groom announced the new wide-screen at Loew's State, used with the showing of "Return To Paradise," is 24 x 42 feet.

Douglas Cage Sims, veteran theatre man and former property man for the Memphis Open Air Theatre, died. He started his career renting glasses at the old Memphis Opera House as a boy, and worked as a stagehand at the old Orpheum, Lyceum, Lyric, Loew's State, and Auditorium. . . . R. G. Varner opened his Warren Drive-In, Warren, Ark.

Visiting were: C. O. Taylor, A and T Circuit, Wickes, Ark.; Henry Pickens, Lyle, Carlisle, Ark.; W. C. Sumpter, Coton Boll and Lepanto Drive-In, Lepanto, Ark.; L. N. Hynes, Hynes



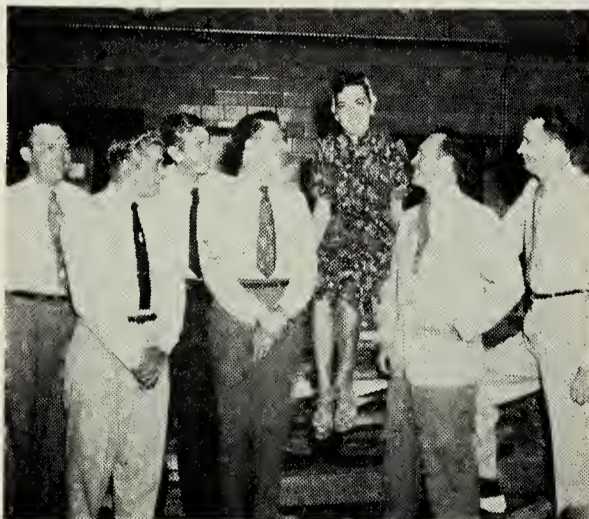
This attractive float for street bally was recently used by the Center, Little Rock, Ark., for Warners' 3-D "The Charge At Feather River."

Circuit, Jonesboro, Ark.; Bob Crawford, Jeran, Booneville, Miss.; Roland Adams, Rebel Drive-In, Oxford, Miss.; Clark Shively, Skylark Drive-In, Clarksdale, Miss.; Gene Higginbotham, Melody, Leachville, Ark.; W. S. Ringer, Gem, Lake City, Ark.; Horace Stanley, Radio, Beebe, Ark.; H. Boyd, Tommie's Drive-In, Kennett, Mo.; Jesse Moore, Ritz, Crenshaw, Miss.; John Staples, Carolyn, Piggott, Ark.; E. C. Fleeman and Omega Decker, Ritz, Manila, Ark.; Jack Watson, Palace, Tunica, Miss.; Mart Monger, Mart, Calhoun City Miss.; Louise Mask, Luez, Boliver, Tenn.; Buck Renfro, Grove, Holly Grove, Ark.; Paul Harrington, Calvert Drive-In, Calvert City, Ky.; Frank Duvall, Jr., Vic, Strong, Ark.; Thomas E. Lloyd, 8 Drive-In, Houston, Miss.; Joe Wofford and "little Joe," Jomac and Eupora, Eupora, Miss., and T. E. Shaw, Dixie, Fulton, Miss.

New Orleans

Catherine Bonneval, secretary to Abe Berenson, was the guest of her daughter and family while vacationing in Reno, Nev. . . . A. L. Royal plans to shutter the Princess, Waynesboro, Miss., unless there is considerable increase in attendance.

Willis Darce, son of Mr. and Mrs. Claude Darce, New Opera House, Morgan City, La., and his buddy, Austin Pea-



Peggy Gordon, who appears in MGM's "The Band Wagon," is seen in the shipping room of the MGM Charlotte exchange upon her recent visit. Pictured with her are, left to right, bookers Walter Thomas, Donald Knell, and Earl Blake; assistant branch manager Dick Huffman; Eddie Marks, manager, Center, and Hugh McDonald, office manager.

tross, were callers. . . . Alex Maillho, UA manager, was back after illness.

G. E. Wiltse was here from Dallas in the interest of his St. Bernard Drive-In, Arabi, La. He made the rounds with manager C. M. "Bud" Jones. . . . Sid Fuhrman, Madisonville, La., was here to check bookings with his representative, Russell Callen, Associated. . . . Biney Marcantel, manager, Pelican Drive-In, Jennings, La., was in, as were Mr. and Mrs. William Butterfield and son, Lake Drive-In, Pascagoula, Miss.; Mr. and Mrs. Pick Mosely, Ritz, Pica-yune, Miss.; Mayor Lew Langlois, Alamo, New Roads, La.; Anna Molzon, Labadieville, La., and Robert Molzon, Norco, La.

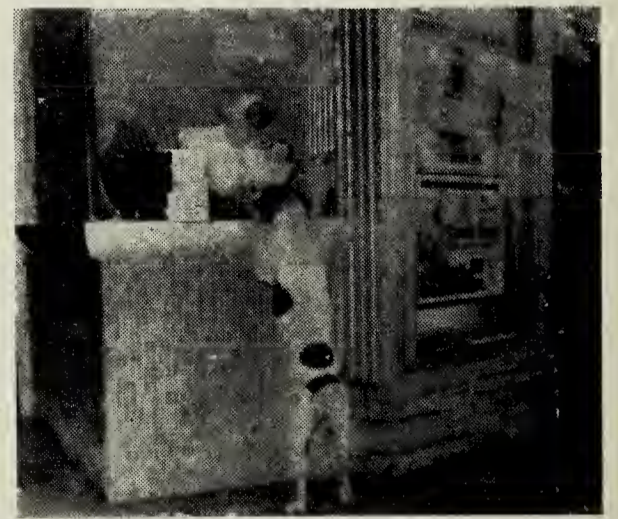
Herb Hargroder, Beverly Drive-In, Hattiesburg, Miss., confabbed with his buyer and booker, J. G. Broggi. . . . B. J. Keyhan, IFE representative, said that "Anna" was pulling heavy grosses. He returned from Memphis.

Henry Glover, Monogram Southern manager, attended the Allied Artists convention in Chicago.

Mrs. Clara Cote, Paramount-Gulf, chose Jacksonville and Miami, Fla., for her vacation. . . . L. C. "Jack" Downing called on his buyer-booker, Sammy Wright, M. A. Connett's Buying and Booking Service. . . . Ann Dufour is back in UA's booking department after illness.

T. G. Solomon and his booker, Lonnie Davis, McComb, Miss., were callers, So were A. L. Royal and Hank Jackson, Meridian, Miss. . . . Louisiana exhibitors seen around were Benton Roy, Roy, Mansura; Ernest Drake, Ideal, Ponchatoula, and the "three musketeers," William Sedy, Patio, S. J. Gulino, Kenner, Kenner, and E. W. Ansardi, Buras.

Mr. and Mrs. Gordon Moody, Gordon, Meridian, Miss., were on a tour of the exchanges and equipment and supply stores. . . . RKO's "Devil's Canyon" was screened at the Imperial. . . . Page Baker, Theatre Service Company chief, visited with Joe Heard in West Monroe, La.



One can readily imagine cashier Clementine Masek's surprise when the stray dog shown above approached her window at Wometco's Essex, Hialeah, Fla., and asked for "One please." One doesn't have to believe the dog spoke, but the photo taken by theatre manager Walton H. Oakerson is proof that the incident actually happened.

Republic's pilot Leo Seicshnaydre is sporting a new air-conditioned Buick. His trial trip included Shreveport, La., Texarkana, Ark.-Tex., and other points.

Phil Foto, pioneer theatre builder in Algiers, La., but in retirement for more than a score of years, is in Baptist Hospital. His host of friends wish for a speedy recovery. . . Republic office manager Frank Barry vacationed.

A two-day celebration marked the third anniversary of Giddens and Rester's Auto-Sho Drive-In, Mobile, Ala. One of the many diversions were "Flying Saucers" descending on the audience with many "Lucky" saucers containing \$20 and \$10 bills along with other smaller denominations to the tune of 350 prizes. The saucers were sailed from the top of the concession building. The kiddies were treated to lollipops.

Thomas McElroy informed buyer-booker Earl Perry that the Tem, Monroe, La., would close. The building was sold.

Drive-in owners seen around were Irving Zeller, Gonzales Drive-In; S. E. Mortimer, Lyle Shiell, and Frank Olah, Skyvue; the Salles brothers, Philip and Jack, Park Drive-In, Covington, La., and Mr. and Mrs. Robinson, Ren Drive-In, McComb, Miss. . . Ramon Garcia, U-I head shipper, lolled about home during his vacation.

Arthur Lehman, Jackson, Miss., was a caller at Theatre Service Company, which buys and books for his Alamo and Booker T. Also calling was Ira Olroyd, manager, Teche, Franklin, La.

Mr. and Mrs. E. Robinson, Ren Drive-In, McComb, Miss., were here to confer with buyer-booker J. G. Broggi. . . Hodges Theatre Supply is installing a wide Raytone screen in Pittmans, Pitt, Lake Charles, La. . . Urban and suburban exhibitors buying and booking were Mrs. Bertha Foster, Violet, La.; Clarence Thomasie, Gay, Harvey, La.; Dominick Gemelli, Peacock; Frank Rufino, Gaiety; Paul Brunet, Dixie, and John Parker, Gordon, Westwego, La.

Harold Bailey, Gentilly and Allied Gulf secretary, is back after a vacation in Canada. . . Bill Lighter, Beach Hurst, Pass Christian, Miss., visited.

J. E. Alford reopened the State, McComb, Miss., after several weeks closing for remodeling and installations of wide-screen and stereophonic sound equipment. . . Mrs. Ann Butler replaced Mrs. Jean Pohl, Dixie steno-booker-cashier. . . Charles Bazzell, manager, Chimes, Baton Rouge, La., advised that operations will be suspended until Sept. 13.

Curtis B. Willard shuttered the Beach Walk-In, Fairhope, Ala. . . Rosemary Cardarolla, Stevens, is back from her pleasure jaunt. . . Baton Rouge, La., exhibitors visiting and booking were Rev. Carl T. Wethers, East End, and Roy Pfeiffer, Istrouma.



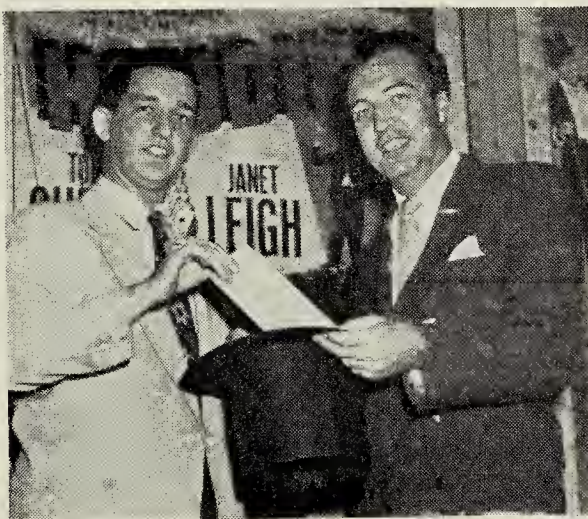
Among those present at RKO's recent sales convention at the Blackstone Hotel, Chicago, were, left to right, R. B. Williams, Oklahoma City branch manager; Carl Peppercorn, Canadian district manager; Roger Lamantia, New Orleans branch manager; R. V. Reagin, Memphis branch manager; R. V. Nolan, St. Louis branch manager; James Frisina, Frisina Circuit, Springfield, Ill., and Edward Walton, assistant to RKO President James R. Grainger.

Earl Perry, general manager, Pittman Theatres, and family are back after an enjoyable vacation. . . William Murphy, manager, Southeastern Theatre Equipment, left for New York after receiving a long distance phone call from RCA headquarters to be at hand for the conclave of home office officials and engineers and regional distributors.

Plans are in the making for a large community project at Chalmette, La., adjacent to the Kaiser Aluminum and Chemical plant which will include a theatre.

The storehouse of the Starlite Drive-In, Laurel, Miss., was robbed of cigarettes, candy, and other merchandise, reported associate owner C. H. Crossley. . . J. W. McGraw, owner-operator, Daley Maid Sandwich Company, Mobile, Ala., purchased the Rex, Prichard, Ala., from P. S. Braodus.

C. J. "Jimmy" Briant was in Hollywood for MGM's "See For Yourself"



"Mr. Zuko," left, recently pulled out of a hat the first theatre donation to the Houdini Hospital Fund for indigent magicians, given by James S. Carbery, manager, Arkansas, Little Rock, Ark., during ceremonies hailing the opening of Paramount's "Houdini." The fund is controlled by the Society of American Magicians, of which "Mr. Zuko" is Arkansas' only member.

trade showings. . . W. E. Limmroth, general manager, Giddens and Rester Theatres, Mobile, Ala., was here on a visit. . . Locke Bolen, Jackson, Grovehill, and Thomasville, Ala., theatre owner, penned "that strictly following doctor's orders, his vital forces are gradually building back to par and that the presumed hospitalization of some months ago can now be avoided."

Len Stevens, American Legion Drive-In, Coushatta, La., advised that he will suspend operations during the Red River Parish Fair Sept. 21-Sept. 26.

C. B. Sherwood is UA's new salesman in Louisiana. He replaces Curtis Matherene, resigned. . . In buying and booking were Richard Guidry, Star, Galliano, La.; John M. Harvey, Nabor, Oberlin, La., and the fortnightly regulars, Ernest Delahaye, Gwen, Marin-gouin, La., and O. Gaude, Magic, Port Allen, La. . . H. G. Mosely, MGM salesman, was off on a pleasure tour.

MGM's "See For Yourself" regional invitational trade showings of "Mogambo" and "Take The High Ground" are slated to start on Sept. 14 at Loew's State with the showing of "Mogambo" at 10 a.m. The following day at the same time and same theatre, "Take The High Ground" will be presented. Others scheduled are as follows: Nona, Lafayette, La., "Mogambo," Sept. 15, 10:30 a.m., and "Take The High Ground," Sept. 16; Don, Alexandria, La., "Mogambo," 10:30 a.m., Sept. 16, "Take The High Ground," Sept. 17; Jim, Monroe, La., "Mogambo," 9:30 a.m., Sept. 17, "Take The High Ground," Sept. 18; Don, Shreveport, La., "Mogambo," Sept. 21, "Take The High Ground," Sept. 22; Lamar, Jackson, Miss., "Mogambo," Sept. 22, "Take The High Ground," Sept. 23; Brookley, Mobile, Ala., "Mogambo," Sept. 24, "Take The High Ground," Sept. 25.

Mr. and Mrs. Gilbert Romero, Lafayette, La., were here. He made the rounds on Film Row while the missus made the rounds of Canal Street's shopping center.

John Kenlo, "Street Corner" roadshow representative, was reported in a two-car collision in Biloxi, Miss. Further information wasn't available, but his many friends were hoping that Fate dealt kindly with him.

Thanks go to C. H. Crossley, Laurel, Miss., for his subscription to, and Paul Brunet's renewal subscription to, EXHIBITOR. . . Jim deNeve, Jackson and Vicksburg, Miss., drive-in operator, called on his buyer and booker, Sammy Wright, Connett's Booking Service, followed by equipment and supply stores. . . Mexico lured Mr. and Mrs. Max Connett, Newton, Miss.

The membership of WOMPI upped to 108. . . Camille LaFauci, short subjects booker, Paramount-Gulf, was vacationing.

Alex Rosenthal, Silver City, Alexandria, La., and associate in the Midway Drive-In, Opelousas, La., after a visit at

Joy Theatres headquarters, ambled to the Row to chat. . . . The 20th-Fox group is ready to dig in deep to earn the first place spot in the "Al Lichtman Testimonial Drive," Aug. 30-Oct. 3.

G. Y. Harrell, Jr., Manley manager, was a Kentwood, La., caller. . . . Mr. and Mrs. James Briant are back after a pleasure tour of North Carolina. . . . Ernest V. Landaiche made the rounds in the interest of his Buck and Beach Drive-In, Biloxi, Miss., and the Carver, Prichard, Ala.

Cy Bridges, MGM sales representative, and the missus were readying for their vacation in Ponchatoula, La. He was eagerly looking forward to a date not far off when he will become a great grandpapa.

R. E. Almand, Sabine, Merryville, La., was in shopping. . . . Regular as clock work, the "three musketeers," William Sedy, Patio; E. W. Ansardi, Buras, La., and S. J. Gulino, Kenner, La., meet to make the rounds together.

Film star Elaine Stewart, in to boost MGM's "Take The High Ground," was honored with a luncheon at Camp Leroy Johnson. Later, she visited the post hospital escorted by Brigadier General H. R. Duffie.

Exhibitors seen around touring equipment and supply stores were Robert Conrad, Bruce, Jennings, La.; George Conrad, Dixie, Thibodaux, La., and Alex Gournares, Roxy and Roosevelt, Mobile, Ala.

Mike Heck's popcorn establishment is getting all dolled up. . . . The James Howells are lullabying a baby girl born on Aug. 28. Pops is the Paramount-Gulf film buyer-booker. . . . Alex Maillho, UA pilot, was a Mobile, Ala., caller.

Harold Dacey, Rex and Gayle, Race-land, La.; J. A. Parker, Gordon, Westwego, La.; Mrs. Bertha Foster, Violet-Port Sulphur, La.; Anna Molzon, Labadieville, La.; Paul Brunet, Dixie; T. G. Solomon and booker Lonnie Davis, McComb, Miss., and F. G. Prat, Jr., Vacherie, La., made their regular weekly rounds.

J. Ken MacCartney checked in from an extended road trip to meet his boss Ike Katz, Kay.

MGM press representative Jack Weiner's parcel of planned activities for visiting star Elaine Stewart in connection with "Take The High Ground" included lunch with press and radio representatives and of photographs with Safety Commissioner Bernard J. McCloskey, who presented her with a key to the city and a scroll commending her as an honorary member of the Metropolitan New Orleans Safety Council. She was photographed at Camp Leroy Johnson dishing out food on the chow line, tasting food with the boys, and photographs with wounded Korean War veterans. Other activities included press

and radio interviews, ending her round of visits with manager James Briant and the boys and girls at MGM.

Republic vice-president and district manager Walter L. Titus spent several days with manager Leo Seicshnayder and personnel.

Exhibitors calling were Wilbur Jolet, Smyles, Weeks Island, La.; William Tucker, Wisner, La.; Ernest Clinton, Clinton Circuit, Monticello, Miss.; R. V. Fairbanks, Island, Sicily Island, La.; Kenneth Giddens, Giddens and Rester Theatres, Mobile, Ala.; C. H. Crossley and family and his associate, Ed Jenner, Laurel, Miss.; Jack O'Quinn, Kaplan, La.; Locke Bolen, Jackson, Ala.; Lefty Cheramie, Rebstock, Golden Meadows, La.; Ed Ortte, Clermont Harbor, Miss.; Clyde Jones, manager, St. Bernard Drive-In, Arabi, La., and Ernest Drake, Ideal, Ponchatoula, La.

Mary Barker, sister of demure Lin, Manley all-around office girl, came rolling in from St. Augustine, Fla., for a permanent stay. The sisters have taken possession of their new home on Madison Street.

Leo V. Seicshnaydre, Republic manager, said "that the featurette 'Commander Cody' series is going over big."

E. O. Wilschke, operating manager, Altec, recently celebrated 25 years of service with the company, and the occasion was marked by a party in his honor in Altec's branch, a stop of the coast-to-coast itinerary. Attending the celebration was Bruce Mewborn, branch manager, and Altec field engineers W. Y. DeJarnette, Duke Chambers, and James Skelly, Jr.

Alabama Birmingham

Birmingham's new motion picture censorship board met and asked local exhibitors to permit them private showings of "suspected" subjects from which newspaper reviewers would be barred. The proposal was contained in 11 rules of operation which the board discussed with exhibitors during a meeting at City Hall. Mrs. Mervin H. Sterne, board chairman, said the 19 members of the new body felt they would be "under pressure" if newsmen were permitted to review films at the same time the board saw them. She said newspaper reviews might disagree with opinions of board members. Mrs. Sterne said the board would meet immediately after such private reviews, make a decision on the film in question, and then issue that decision to the press. The rule was not finally adopted, however, and it will be discussed further at a later session of the board, which plans sessions the third Thursday of the month and at times needed for reviews. The board tentatively adopted 10 working rules, and called in exhibitors to outline them. Only two of the rules concern actual procedure for cutting or banning a film, the others being procedures for calling meetings, etc. One rule provides that a quorum of

11 members be required for banning or cutting, and of these at least seven, or two-thirds of the actual number present, must approve any cutting or banning. The other rule involves exhibitors' notification to the board of advanced bookings. The board would like 30 days notice on all bookings, but exhibitors Norris Hada-way, Harry Curl, John Douglas and N. H. Waters, representing most of the city's theatres, said this would be impossible in all cases. The board would also like to see any "suspect" film at least two weeks before its opening date. However, actual adoption of these provisions was left open for further discussions at a later date.

Arkansas Little Rock

The Rialto, North Little Rock, will install a wide-screen, Eddie Holland, city manager, announced.

Warren

Opening of the Warren Drive-In, two miles west of the city, was held. Jack King is manager. The drive-in has been constructed by R. G. Varner, Pine Bluff, Ark.

Florida Miami

Elmer Hecht, Wometco district manager, has been doing a lot of publicizing to make residents of the area aware that the old Harlem has become the new Capitol. . . . Mack Herbert joined Wometco as a relief manager. . . . A chain of theatre robberies that netted more than \$10,000 were laid by police of three states to a 20-year-old Coral Gables, Fla., youth. . . . J. D. Woodard, WB Atlanta office, was in publicizing "The Starlighter," Paramount and Sheridan, Miami Beach, Fla. . . . Claughton Circuit instituted special prices to servicemen in uniform. . . . Louise Earl is doing secretarial relief at the Wometco main office. . . . Wometco officials are pleased with the smooth opening of the North Andrews Drive-In, Fort Lauderdale, Fla. Paul Baron is manager, with Everett "Buddy" Walshon assisting. . . . Vacationing was Bob McGuire, Wometco poster room. . . . Others at Wometco enjoying a holiday, were Madeliene Tremblay, accounting, and "Pete" Gordoni, real estate secretary. Stanley Stern, real estate, was vacationing, as was Jean Feezel, accounting. . . . Enjoying good health once more was Jack Kernell, Wometco relief manager.

Georgia Vidalia

A Toombs County grand jury has indicted M. F. Brice, widely-known banker and owner, Pal Theatre Circuit, on a forgery charge. W. T. Darby, Vidalia, country prosecuting attorney, said the indictment grew out of a case in bankruptcy court in which Brice gained control of the Twin City Motor Corporation.

NEWS OF THE

Territory

Chicago

Danny Newman, Astor, went east to attend a gathering of publicists and to engage a Cantor for a concert tour, including Chicago. . . . The Clinton Outdoor is the new name of the Family Drive-In, Clinton, Ill., acquired by the McCollom Circuit.

Frank Stewart reopened his Rivoli, Danville, Ill. . . . James Donohue, Paramount division manager, returned after illness. . . . Otto K. Eitel, Palace owner, visited his ailing dad at Santa Barbara, Cal.

Theatre owners are negotiating with the Chicago Moving Picture Operators Union on a new contract, the last pact, for five years, having expired. . . . James V. Walker, Plaza manager, Mount Vernon, Ill., was transferred by El Fran Theatres to the Plaza management, Marion, Ill.

L. B. Sittler, Coston Enterprises auditor, recovered nicely from an illness. . . . Burglars raided the concessions department at the Skyway Drive-In, Mattoon, Ill.

Frank Bright, Uptown assistant manager, resigned. . . . Mrs. James Coston, wife of the theatre executive, is recovering from a leg injury at their summer home in Eagle River, Wis.

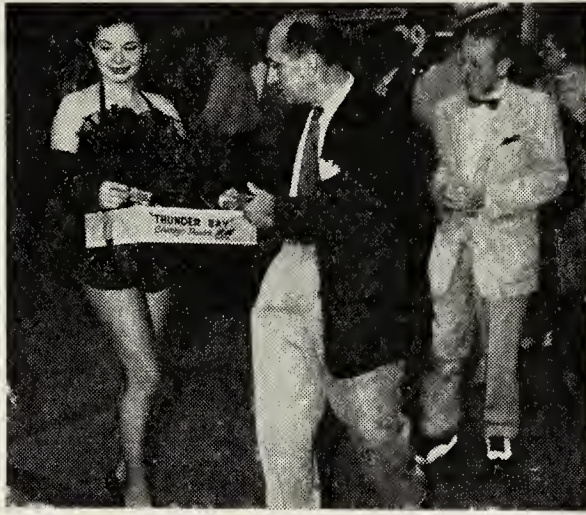
Warren Slee, for 17 years MGM special representative, resigned to move to Hawaii with his family. . . . Alliance Theatres opened a drive-in at Peru, Ind., making a total of 14 in the circuit.

Sam Lamansky, Columbia, vacationed in Michigan. . . . Lou Harris, Allied Theatres director, is better after a serious illness. . . . When Jack Garber, B and K, went to the hospital with an ulcer recurrence, Dave Arlen took over his publicity duties.

Closed Circuit TV rights of the Marciano-LaStarza bout on Sept. 24 were acquired by B and K for presentation at the outlying Marlboro, Uptown, and Tivoli. The downtown State-Lake was eliminated.

Franklin E. Flinn, 75, with the Er-langer for the past 15 years, passed on. . . . Xavier Benaventi, Nortown assistant manager, is the dad of new Judith Linda.

A memorial program honoring the late Ludwin Sussman was participated in by more than 300 civic leaders of the Rogers Park district on the second anniversary of his passing. The services were held in the Adelphi, which he had operated for more than 30 years. A bronze plaque was unveiled by Sam Lesner, movie critic. Rabbi Jacob Singer, gave the invocation and the color guard of the Rogers Park American Legion



In connection with the recent Chicago showing of U-I's "Thunder Bay," Ed Seguin, B & K, and Ed Borgan, U-I, developed this effective street ballyhoo using Chicago model Jeannie Blaire, who stopped traffic at one of the city's busiest intersections by distributing matches, attired in the costume seen in the picture.

Post paraded the flags. The address was given by Rev. Charles T. Hull, rector, St. Paul's Church-by-the-Lake. Luke R. Cunniff, secretary, county board of tax appeals, was chairman.

Werner Wolff, Filmack Trailers assistant, and Rhea Kows were wed. . . . Twenty-seven foreign films, mostly Mexican, were viewed by the censor board during July. . . . Donald Walraven was named manager, Rantoul Drive-In and Home, Rantoul, Ill., succeeding Harry Fryer.

Abraham Hassen, 56, president-owner Hassen Enterprises, concessionaire, passed on. . . . The Ritz, North Vernon, Ind., leased by Albert Thompson, was burned in a \$25,000 fire.

Barney Wilkey, 73, who opened one of the first movie houses in the South Haven, Mich., area, passed on. . . . Theatres in Fort Wayne, Ind., presented a check for \$2,735.54, donated by patrons, to the Korean Relief Fund.

Jack Garber, B and K press staff, has just about decided to give up the mountains. He came back last year from Colorado with a severe ulcer attack which took him to the hospital for a prolonged stay. This year, he had the same sojourn and the same ulcers.

Excessive and continuous vandalism wreaked by teen-aged boy and girl gangsters of the Northwest Side brought about the closing of the Avaloe, according to Mrs. Isaac Brotman, who, with her husband, bought the theatre 27 years ago.

Mrs. Henry Kalchier, wife of the theatre attorney, is convalescing after major surgery. . . . Rex Coulter opened his Hilltop Drive-In, Escanaba, Mich. . . . Alliance Theatres opened the Rochester Drive-In, Rochester, Ind., and Knox Drive-In, Knox County, Ind.

The report by Master-in-Chancery William D. Saltiel that United Artists is not entitled to 200 shares of Towne, Milwaukee, stock, was pressed along by attorney Thomas McConnell to Federal Judge Campbell's court. . . . Charles

Kloeffler, World Playhouse manager, vacationed. . . . William H. Holden, B and K general office, was appointed to the fire prevention committee, Association of Commerce.

The Coed, Rogers Park area closed. . . . G. E. Estes, Rantoul, Ill., and a group of businessmen opened the Twilight Drive-In, Ludlow, Ill. . . . R. A. Bachman was named Alliance Theatres assistant film buyer.

Jack Kirsch and Dave Wallerstein, co-chairmen, local COMPO-Korean Drive fund committee, reported that audiences in the area collections contributed to the drive as follows: Balaban and Katz Theatres, \$25,833; Great States Theatres, \$17,404; Allied Theatres, \$11,786.09; Warner Theatres, \$5,851; Essaness Theatres, \$4,867.24; H. and E. Balaban Theatres, \$3,657.92; Coston Theatres, \$1,323.22, and others, \$751.41; and in downstate theatres, Kerasotes Theatres, \$3,757.31, and other downstate Illinois theatres, \$5,618.98, or a total of \$80,850.17.

Parking accommodations are required by a new city ordinance for all new buildings outside the Loop. Future houses must provide space for each auto, per 10 seats, up to 500, and one space for every five seats beyond the 500. . . . Movie advertising in the dailies is running considerably ahead of last year. The Chicago Daily Tribune has had an 18 per cent increase.

Hearings are being held on the proposed new city electrical code requiring that the operation of a projector, even in a home, be only by a licensed operator. . . . The Women's Variety Club will sponsor a film preview at the Carnegie on Sept. 29, with shows at 8:30 p.m. and 10:30 p.m. Proceeds will go toward the purchase of an electrophono cardiograf machine to be used by children at La Rabida sanitarium. Mrs. Meyer Gold is club president.

Indiana Auto Theatres, Inc., is to build a drive-in north of Plymouth, Ind. . . . "Red" Magen, Allied Buying and Booking Service, vacationed in Colorado.

Notre Dame's home games, sewed up for theatre TV, go into the Marlboro. . . . A fight between two teen-aged gangs in the lobby of the Vogue brought police squads to the scene. . . . Sheldon O. Collen, of Simon and Collen, theatre attorneys, went to Kansas City to examine documents in the suit of the Tower, Wichita, Kans. Herman Hunt, Cincinnati, former owner, is asking damages, alleging he was prevented from getting first-runs.

A mysterious early morning explosion reduced the Oakley to a mass of wreckage, ripped through adjoining buildings and killed a man in his sleep. A theatre janitor, late for work, escaped death or injury. Fire Attorney Earle Downes said it was an accidental gas explosion, but Albert Bartelstein, owner, said there was no gas used in the building. Harry Smith, manager, said the theatre was closed at midnight Sunday, and "everything was all right then."

Dallas

Joseph A. Walsh, Paramount branch operations manager, was in for conferences with Paramount executives.

Mr. and Mrs. Raymond Parsons have moved to Anthony, N. M.-Tex., from Mora, N. M., and purchased the New-Tex and Anthony from Fred Welch. Parsons also plans to construct a drive-in on the outskirts of Anthony.

C. B. Newbery, executive vice-president and general sales manager, Republic, was in. . . Ed Barnard Theatres, Inc., Rockport, Tex., raised admission prices at the Surf and Cove Drive-In. . . Harry Paul, RCA representative, was in from Atlanta at Southwestern Theatre Equipment.

Owen Killingsworth was fatally injured returning from Dallas to Mission, Tex., when he smashed into a stalled truck. Killingsworth had brought his young son, Albert Owen, to stay in Dallas, and had purchased a new air-conditioned car, which he was driving home. Formerly of Athens, Tex., where he owned the Athens Amusement Enterprises, Killingsworth had moved to Mission, Tex., after buying the R. N. Smith theatres. Services were held in Houston, Tex.

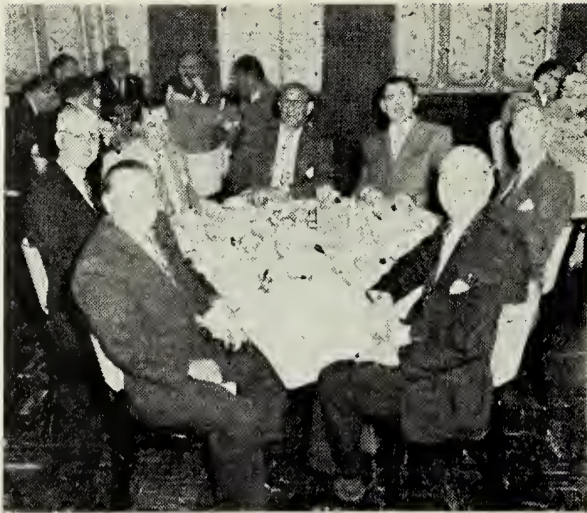
Mrs. Mac L. Williams, recuperating at home after major surgery at Baylor Hospital, is to return for further surgery. Hubby is with Manley, Inc. . . Howard Arthur took over the Texas, Port Arthur, Tex. . . Community Theatres, Fort Worth, Tex., was purchased by James H. Logan.

Mr. and Mrs. "BoBo" McGuinness returned from an auto trip. McGuinness, a stationery representative, also cashiers at the Film Row Cafe. . . Ted Lewis, buyer-booker, motored through the Valley and into Mexico accompanied by Mrs. Lewis, their daughter and son-in-law, and granddaughter.

Buddy Rimmer and Gene Goodman, Republic, returned from a fishing trip to learn that Goodman's younger brother, Johnny, had been in a serious motorcycle accident. Goodman left to join his parents at his brother's bedside. The brother passed away the following day. Services were held at Linden, Tex. Goodman is head booker for Republic, and Rimmer works with him in that department.

Theatre Enterprises, Inc., chose Sept. 9 to open two new theatres. The Wildcat, Lovington, N. M., will open under management of Jodie Wiesp. At Haskell, Tex., the Old Texas, which burned last summer, is being replaced by the New Texas with Burnice Haley as manager. The 700-seat theatre is larger by 300 seats than the original theatre.

Fred Morley, TEI, returned from his deep-sea fishing jaunt to Alaska. Mrs. Morley stayed in California while he made the trip. Also fishing from TEI were L. E. Forester, Larry Linck, and Joe Caffo, who took their families along on a Colorado vacation. Before they had



In attendance at RKO's recent sales convention at the Blackstone Hotel, Chicago, were, left to right, Russ Brentlinger, Indianapolis branch manager; Otto Ebert, Detroit branch manager; Frank P. Dervin, assistant to Edward Walton; Stanley Jacques, Cincinnati branch manager; Jack Bernstein, Cleveland branch manager; Sol Sachs, Dallas branch manager, and Ben Cammack, southeastern district manager.

caught any fish, Linck, controller for the company, broke his ankle, and they returned home. Linck is back, wearing a cast.

Mrs. R. E. Davis, Sherman, Tex., was in a Dallas hospital. Davis has the Perrin Drive-In.

Bobby Bixler, Paramount publicity, returned from New Orleans. . . A. J. Vineyard celebrated the 20th anniversary of his White by giving prizes and passes during a four-day festival.

Due in were Dore Schary and party accompanying "Take The High Ground," which has its military-civic world premiere in El Paso, Tex. . . C. A. "Pappy" Dolsen was on hand to greet Daphane Walker at Love Field when the British Skating star arrived. He is Chief Barker, Tent 17, Variety Club, and Miss Walker will appear in Dorothy Franey's ice show at the Turtle Derby.

Debbs Hayle and Sam Landrum were in from Beaumont, Tex., where they now headquarter since Jefferson Amusement Company's recent move.

Texans in town were Jeff Hardin, Lubbock; Joe Wolf, San Pedro Drive-In, San Antonio; Ed Newman, Waco; Mrs. George Franklin, Colonial, Argyle, and Paul Harton, Redwood Drive-In, Overton.

Mr. and Mrs. Phil R. Isley returned from California, where they spent the summer. Mrs. Isabella Allport, secretary, and Runne Barnes, accountant, who accompanied them, were back in the Dallas office. . . Joe Love is back at 2008 Jackson Street after a vacation at Snyder, Tex. He owns theatres in Snyder, Tex., and Garland, Tex. . . Debbs Reynolds is back at Superior Booking Company after vacationing.

Funds for the Korean Disaster drive already total \$60,000 for the Texas area with 50 or 60 theatres still to report, according to Kyle Rorex, executive director, Texas COMPO. . . C. V. Jones, Dave Callahan, and Lloyd Pullen, Rowley United executives, were in Little

Rock, Ark., to attend funeral services for Ira Baldrige, with the company for many years.

Harry Travis, who works for Bart McLendon as bookkeeper at KLIF, was hit by an auto while on his way to work. He was badly shaken up but unhurt. . . The Varsity's new manager is William Walls, former assistant treasurer, Melba. He replaces Walter Deen, who resigned. . . Winners of the "Largest Family" contest at the Melba were Mr. and Mrs. Jack Potash and their eight children. The contest was in connection with "Ma and Pa Kettle on Vacation."

INTERSTATE ITEMS — R. J. O'Donnell, who has commuted from Dallas to Hollywood this summer, flew in for the COMPO reorganizational meeting. . . John Adams returned from a vacation. . . Goldie Smith, accounting department, and husband returned from a trip to Des Moines. . . Ted deBoer is back following illness. The deBoers entertained their favorite houseguests when Mr. and Mrs. Dudley Tarlton and small daughter Teresa spent a week with them. . . Mrs. Madge Graves left to return to Los Angeles, where she formerly lived. She had worked in the booking department with Ray Jones. It is probable that Mrs. Graves will continue in the industry since her stepmother, Mrs. Helen Ruth Dalrymple, is secretary to Clifton Webb, and her sister, Jean Dalrymple, produces plays in New York.

PETTICOAT PRATTLE — Mrs. Tom Weatherford, Frankie to her friends on the Row, underwent major surgery at Baylor Hospital. . . Novia Willmon, secretary to Jack Zern, Altec, and husband, Elwood, drove to Columbus, O., accompanied by Harry Miller, II, who had been visiting in Dallas. . . Dorothy Baugh, Warners, is to be married on Sept. 22 to Private Arthur J. Jones, stationed at Fort Bliss, El Paso, Tex. Miss Baugh has been in the billing department several years. . . Yvonne Davis, National Theatre Service bookkeeper, interrupted Billie Milner's vacation when she went to the hospital for surgery and Miss Milner was called back to work. . . The Women Of The Motion Picture Industry met for a monthly luncheon at the Town and Country. Three members of the board of directors whose term had expired were: Isabella Allport, Phil Isley Theatres, and Rosa Browning and Adeline Franklin, both of RKO. Three new members elected to the board were Loia Cheaney, Interstate; Virginia Simmons, Heywood Simmons Booking, and Helen Jane Hahn, Allied Theatre Owners. A special meeting was called at the Baker Hotel to study the new suggested set of by-laws. An informal picnic for Sept. 11 was suggested by President Verlin Osborne and voted "aye" by members. It will be under guidance of Virginia Simmons, chairman, social committee. . . Lorena Cullimore, Columbia, chairman, service committee, was appointed to send appropriate messages to members who were ill and special mention was made of Winnell Quinn, formerly of NSS, and her new daughter, and Frankie

Weatherford, who was in Baylor Hospital. Mabel Guinan, Tower, chairman, by-laws committee, acted as parliamentarian.

Denver

Fall activities at the Variety Club are getting under way. Among the regular activities being resumed are the Monday lunches, the monthly luncheons for the ladies, the Thursday family dinners, the Thursday screenings, and screenings at other times as arranged for during the week.

J. C. West is opening his 300-car drive-in, Grant, N. M., this month. . . . B. J. McCarthy, branch manager, Realart, was hospitalized in Salt Lake City as the result of a slight heart attack.

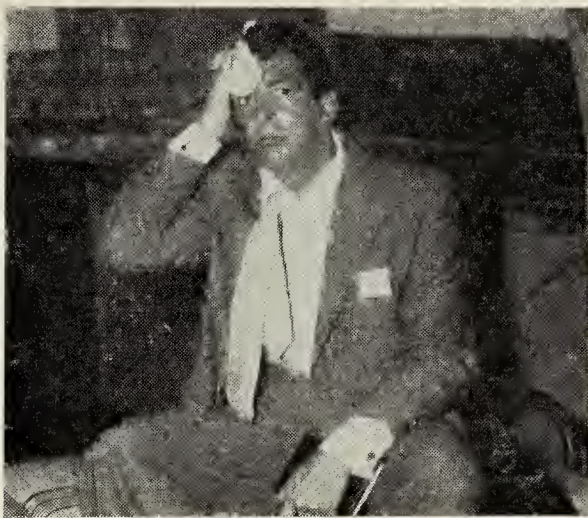
Tom Bailey, Lippert franchise owner, went to Salt Lake City to install Arthur Proctor, formerly Paramount shipper, as booker. He succeeds Louise Imai, who went to United Artists as secretary. . . . Robert Lotito, manager, Denham, has named two assistants, Earnest Hackerson and Dave Sexton, both recently with Fox Inter-Mountain.

Des Moines

The Clinton, Ia., city council voted to reduce the city theatre tax from the 13 cents per seat basic to a sliding scale based on the number of seats. The Clinton managers had petitioned for a reduction, claiming the tax was excessive as compared with other Iowa cities. The new fee will be \$25 for under 300 seats, \$50 for 300 to 600, \$75 for 600 to 1,000, \$100 for 1,000 to 1,500, \$125 for 1,500 to 2,000, and \$150 for over 2,000.

A group of property owners at Waterloo, Ia., petitioned the Waterloo city council for an ordinance regulating the operation of drive-ins. The property owners contended that the Star-lite Drive-In was a nuisance because of late hours, that the loud speakers were not properly supervised, that drinking parties and blanket parties took place with teen-agers, and that debris was allowed to blow about the neighborhood. The property owners asked that the ordinance require the loud speakers be used only inside autos and be promptly turned off when the patrons leave, that the drive-ins be required to close at midnight, that use of beer and intoxicating liquors be prohibited, that a fence be erected completely around the property to prevent the spreading of debris, and that the police department be authorized to enforce the regulations.

Chester Pruyne, Ankeny, Ia., leased the Sun, Woodward, Ia., from Fred Bullen. . . . Articles of incorporation were filed for the Cozy, Morning Sun, Ia. P. J. Robertson is president and Charles H. Beck is secretary-treasurer. . . . Florence Helm, MGM bookkeeper, is now Mrs. Florence Baker following her marriage. . . . The Variety Club staged a hole-in-one tournament, with each customer paying \$1 allowed two tries to make a hole in one. An automobile will be given to anyone making the hole in one, with daily prizes for



Dean Martin, half of the Paramount comedy team of Martin and Lewis, recently arrived in New York from Paris, and gave out with the above hot weather report. Their latest film is "The Caddy."

those getting the closest. Profits will be used for the club's charities.

In Clifton, Ia., Jerry Greenebaum, district manager, Central States Theatres, appealed to City Council for the abolition of the 15 cents per seat city tax on theatres. The circuit operates the Capitol and the Rialto. The tax was enacted 21 years ago.

Kansas City

Louis Sutter, Castle, and Mrs. Sutter and two daughters returned from Houston, Tex. . . . Ruth Turgeon, secretary to Paramount's branch manager, Harry Hamburg, resigned. She had been with Paramount for over 20 years and has been secretary to Oscar Morgan, Joe Manfre, Ray Copeland, and Ralph LiBeau.

Myrtle Cain, secretary to MGM's branch manager, Bill Goddoni, returned after a vacation. . . . Sammy Naster, manager, Lincoln, has a new car. . . . Mrs. Zella Faulkner, secretary to George Baker, A. J. Baker Enterprises, resigned. . . . Marguerite Smith, secretary to Allied Artists branch manager Ray Copeland, was spending her vacation in the Ozarks. . . . Rube Melcher, Popper's Supply, was a patient at the Mayo Clinic, Rochester, Minn. . . . Bea Freeman, secretary to Allied Artists booker Chuck Decker, spent the weekend in Saint Joseph, Mo., celebrating her grandson's second birthday.

An estimated three million pounds of popcorn were destroyed in a fire at Tarkio, Mo. Elmer Rhoden, Fox Midwest Circuit, is one of the owners of the plant. Clark Rhoden was enroute to Tarkio, and arrived during the fire. . . . Due to the entire structure crashing to the ground while being erected, the opening date of Shelby Armstrong's drive-in at Milan, Mo., has been postponed.

Earl Kerr, Pineville, Colo., was in Bethany, Mo., for the opening of his new drive-in. . . . Charles Payton opened his new drive-in east of Carrollton, Mo., on Highway 24.

Jay Wooten, Hutchinson, Kans., started construction on a 400-car drive-in on Highway 83 northwest of Liberal,

Kans. The new drive-in will be ready for an early spring opening.

Merve Griffin, star of "So This Is Love," was a visitor. . . . Dorothy Seager, 20th-Fox, vacationed in Canada with her family. . . . Fran Hannon, WB branch manager, St. Louis, was a visitor. . . . Durwood Theatres, Inc., started construction on a drive-in at Jefferson City, Mo. . . . Jim Lewis, RKO branch manager, returned from attending a conference at the Blackstone Hotel, Chicago. . . . Alex Schniderman started his second drive-in in Concordia, Kans. He also operates the Strand, Concordia, and the Park, Kansas City, Kans. . . . M. S. Heath announced that a site has been purchased for a 1,000-car drive-in at Gashland, Mo. Heath also owns and operates the Plaza, Liberty, Mo. . . . Don Skalout opened the new 250-car drive-in at Atwood, Kans., on Highway 36.

Clifford Hough opened a new drive-in at Camdenton, Mo. . . . The Paramount has a new 38 foot wide-screen.

Ernie Block, Civic, Sabetha, Kans., is planning starting construction on a drive-in. . . . Pat Pinnell, Columbia sales representative, returned after a vacation.

Seen on Film Row were: Harold Lyon, Paramount Ken Winkelmeier, Casino, Boonville, Mo.; J. A. Becker and Lauren Turner, Associated Theatres, Independence, Mo.; Virgil Harbison, Tarkio, Mo.; C. E. Cook, Tivoli, Maryville, Mo.; Marcus Landau, Liberty, Horton, Kans.; Eddie Landau, Drive-In, Lawrence, Kans.; Lily Welty, Midway, Hill City, Kans.; L. D. Barlow, Barlow, Bird City, Kans.; Elvin Lambert, Pic, Lebanon, Kans., W. F. Sonneman, Springdale, Ark., and Joseph A. Walsh, Paramount branch operations manager, New York.

Los Angeles

A time capsule containing aviation history data was presented by John Wayne to Robert Van Buskirk, president, Junior Chamber of Commerce, at the premiere of "Island In The Sky" at the Hollywood Paramount.

The seventh annual conference of the University Film Producers Association was held in the department of cinema, University of Southern California. More than 100 representatives of colleges and universities where educational and documentary motion pictures are produced attended the conference. A highlight was a banquet attended by representatives of the industry, at which Carey Wilson, president, Screen Producers Guild, was master of ceremonies, and at which producer Jesse L. Lasky and James Card, George Eastman House, Rochester, N. Y., spoke.

Milwaukee

George Edgerton, office manager, 20th-Fox, is back after illness. . . . Bob Fairfield, Mode, Waterloo, Wis., was visiting.

Truman Schroeder, booker, S and M Theatre Circuit, announced the arrival of a baby daughter. . . . The Jackson reopened after being closed all summer. . . . Eddie Daniels, former business agent, shippers' union, was holding down the head shipper's position while the regular Warner shipper was on vacation.

Don Palm is the new manager, Tower. He was more recently assistant manager, Towne. . . . Arden Thur, Wisconsin Allied office, resigned. She is planning to sail for France. . . . Wisconsin Allied held a regional meeting at Rice Lake, Wis. . . . Jerry and Gene Goderski, Airway and Greendale, sold the Greendale to Frank E. Schreihart.

Edward J. Weber, 62, assistant manager and engineer, Zenith, for the past 25 years, died of a heart attack. Funeral services were held at both the Zwaska Funeral Home and St. Leo's Church. Burial was in Holy Cross Cemetery. Weber was also secretary-treasurer, Northwest Amusement Corporation. He is survived by his wife, three daughters, three sisters, and four brothers.

The Wisconsin Industrial Commission held hearings on a code applying to "outdoor motion picture exhibitions where 16mm. non-inflammable film is shown on 16mm. projection equipment, using incandescent lamps for illumination having a maximum capacity of 1,000 watts." Distributors and theatre operators took part in the hearings. The code specifies that the screen shall be of canvas or other fabric of equal weight, and shall not exceed 12 feet by 14 feet in size. It also says that the screen must be so oriented that the picture is not visible from any major highway unless the screen is at least 150 feet from the highway. The speaker has to be located adjacent to the screen, with maximum output from the amplifier to the speaker not exceeding 25 watts. Toilet facilities for each sex must be available not more than 200 yards from the exhibition area, and all entrances and exits must be properly marked and traffic subject to regulation by local police and the State Highway Commission.

Minneapolis

The date for the regional meeting of North Central Allied at Duluth, Minn., originally set for Sept. 14, was changed to Sept. 23 at the Hotel Duluth. Cal Kaake is in charge of arrangements. Regional meetings held at Fargo and Minot, N. D., and Marshall, Minn., were termed "highly successful" by Stanley D. Kane, NCA executive counsel, and Ben Berger, NCA president.

Minnesota Amusement Company will inaugurate its "Super Cinema Season" in September. Emphasis will be put on superior shows and entertainments, and there will be an extra drive on product in all MACO houses, according to Don Alexander, assistant advertising manager, MACO.

The Variety Club of the Northwest will have a reopening party to celebrate the

remodeling and redecorating of its club-rooms, according to Lowell Kaplan, buyer-booker, Berger Amusement Company. . . . Minnesota Amusement Company had a \$2,000 television campaign over WCCO-TV, Twin Cities, for "Mr. Scoutmaster," Radio City. . . . A contest tieup with Dick Enroth, WLOL sports-caster, will be used by Minnesota Amusement Company as a publicity stunt for "The Kid From Left Field," State.

Allied Artists is sending out postcards of the Rose Bowl urging all exhibitors to play "The Rose Bowl Story." . . . Ben Marcus, Columbia midwest district manager, was in. . . . Ralph Maw, MGM district manager, and W. H. Workman, MGM branch manager, attended the "see-for-yourself" sales meeting at the MGM studios in Culver City, Cal. . . . The mother of Joe Rosen, Paramount booker, passed away. . . . Bill Mussman, Paramount sales manager, was still hospitalized with a heart condition.

Jack Heywood, New Richmond, Wis., confined to University Hospital, is on the mend. . . . A 750-car drive-in, the Sundown, has been opened at Mandan, N. D., by F. E. and A. P. Wetzstein, J. K. Kennelly, and J. P. Fleck, all of Mandan. Wetzstein will manage.

Bonnie Lynch, branch manager's secretary, Paramount, was back from California. . . . Ernie Lund, Paramount city salesman, vacationed. . . . Ed Borgan, U-I exploiteer, was in from Chicago for "Wings of the Hawk," State. . . . Don Walker, Warner exploiteer, was in with Merv Griffen, star of "So This Is Love."

Recent out-of-town exhibitors in were Herb Stolzman, Minot, N. D.; Leo Allender, Little Fork and Northome, Minn.; Ira Smith, Osakis, Minn.; Ernie Peaslee, Stillwater, Minn.; Ray Blakeslee, Medford, Wis.; Ken Buck, Holdingford, Wis., and Alan Paulson, Oslo, Minn. . . . Rose Healy is the new U-I receptionist, replacing Marilyn Miller, resigned. . . . Grant Hatling, who operated theatres at Belgrade and New London, Minn., until he sold them, plans to move to the west coast.

Radio City will have the exclusive theatre telecast of the Marciano-La-Starza fight on Sept. 24. . . . Arden Davidson opened the new Twilite Drive-In near Montrose, S. D. . . . Bender brothers operators of theatres in Bemidji, Minn., have taken over operation of the theatre at Anoka, Minn., from the E. J. Baehr Circuit. Norman G. Olson will manage. . . . Clem Jaunich, former exhibitor in southern Minnesota, and George Turner, MGM salesman, were on a motor trip through the Canadian Rockies.

Stanley D. Kane, executive counsel, North Central Allied, announced that the date for the regional meeting at Duluth originally set for Sept. 14 had been changed, and Wisconsin and north-eastern Minnesota exhibitors will meet instead on Sept. 23 at the Hotel Duluth. All area exhibitors are invited to attend the sessions, whether members of Allied or not. Kane and Ben Berger, NCA

president, will attend. Cal Kaake is in charge of local arrangements. Kane also stated that regional meetings at Fargo and Minot, N. D., and Marshall, Minn., attended by him and Berger, were highly successful.

Oklahoma City

Mrs. Ellen Mohrbacker leased the Savoy, Prague, Okla., for one year to Si Barton. . . . Robert W. Orr opened a new drive-in in Elmore City, Okla., the R and R Drive-In, with 200 speakers. . . . The new Army Air Force base at Ardmore, Okla., opened its new theatre. . . . The operator of the Globe, Ardmore, Okla., fell off a scaffold and broke two bones. . . . Mrs. Laura Stewart sold the Ritz, Rush Springs, Okla., to H. T. Burns, owner, Opera House, Apache, Okla. . . . H. R. Hainlen closed the Tiger, Ralson, Okla., indefinitely.

Out-of-town exhibitors in were: Ray Hughes, Liberty, Heavener, Okla.; G. N. Walker, O. K. Newkirk, Okla.; H. B. Skelton, Jr., Panhandle, Panhandle, Tex.; Volney Hamm, Mount Scott Drive-In, Lawton, Okla.; Mrs. J. Y. Greenwood, Greenwood, Boswell, Okla.; Mrs. Sam Ridgeway, Trend, Maysville, Okla.; Fred Hudson, Globe, Ardmore, Okla.; Dennis E. Ward, Ritz, Afton, Okla.; Mrs. C. T. Kennedy, Eakly, Eakly, Okla.; F. D. Cummings, Roxy, Stratford, Tex.; George Turner, Vici, Vici, Okla.; Jess Cooper, Cooper, Antlers, Okla.; Mrs. Truman Ellred, Ritz, Blanchard, Okla.; Miss Walsie Campbell, Deal-Sun, Wynnewood, Okla.; Eddie Holt, Wigwam-Holt, Coalgate, Okla.; J. Rudolph Smith, Royal, Mount View, Okla., and Mrs. C. W. Duncan, Avalon, Wetumka, Okla.

Omaha

Elaine Stewart was in for "Take The High Ground."

John Swoboda, 86, at one time pit musician at the Orpheum, died.

Rose Kaminski, formerly with 20th-Fox, is back temporarily filling in for Janis Peterson, who resigned as booker's stenographer.

Latest to wed is Dolores Fleck, Gretna, Neb., secretary at National Screen Service. Iz Sokolof, manager, was up to his ears keeping up (with the mercury around 100) while she was honeymooning.

MGM branch manager Vince Flynn went to Los Angeles for the convention.

A sister of Bea Jodlowski, MGM contract clerk, visited for the first time in five years.

Leonard Wood came from Kansas City to assist manager Larry Caplane, Brandeis, while assistant manager Pinky McIlvaine was in the hospital for an operation.

Ted Emerson is subbing for Orpheum manager Don Shane, on vacation.

Donna Nielsen has been named biller at Republic to replace Ruth Daniels, resigned.

Ray Nielsen, MGM booker, entertained a gang from the office at a picnic.

U-I salesman Harry Fisher has a new hunting rifle for a trip to Casper, Wyo., to hunt antelope.

Barney Rosenthal, ex-U-I booker, now is with Warners.

Portland

The Nu Drive-In is the name of the open-airer which manager Art Turner is opening in Lebanon, Ore. . . . When the new Port, North Bend, Ore., opens next month, Leonard Ingeman will handle the projection booth. Foster McSwain is manager.

St. Louis

George Nichols, MGM studio publicity department, arrived from New York to be on hand for the special screening of "Take The High Ground" for the American Legion. Elaine Stewart, co-star, was awarded an honorary citation by the Legion at the convention.

In Joplin, Mo., Mrs. Carl McCowan, manager, Glen, held a "ballyhoo parade" to advertise "Arena."

Funeral services for Joaquin C. Wilson, a member of Local 143, for about 30 years, were conducted at Kreigshauser Funeral Home. Two of his sons are also members of Local 143. Joaquin C. Wilson, Jr., works at the Lindell, while John Wilson works primarily for Ruby S'Renco's Art.

Officers of Loge 19, Colosseum, have scheduled a meeting for Sept. 12 in the Xavier Room of the Melbourne Hotel.

Lester Levy, who was in the Max C. Starkloff Memorial Hospital following a heart attack, recovered sufficiently to permit him to make a trip to Chicago to confer with Harry Walder, IFE, which he has been representing in the St. Louis film trade territory.

Joe Newsham, St. Louis Theatre Supply Company, owned by Arch Hosier, and Mrs. Newsham went to Colorado for their vacation. . . . Mike Edel, Centralia, Ill., is taking over the booking and buying for the Benton, Ill., Park Drive-In, operated by Sam Stuart Marshall, Tamaroa, Ill. Edel also represents Mack Enterprises in the trade area.

Paul McCarty, McCarty Theatre Supply Company, his wife, and their three children visited his mother in Russellville, Ark. . . . Out-of-town exhibitors seen included Claud Davis, Ellington, Mo.; Judge Frank X. Reller, Wentzville, Mo.; Forrest Pirtle, Jerseyville, Ill.; B. Temborius, Breese, Ill.; Charley Beninati, Carlyle, Ill.; Herman Tanner, Vandalia, Ill.; Joe Goldfarb, Alton, Ill.; Tom Bloomer, Belleville, Ill., and Bernie Palmer, Columbia Amusement Company, Paducah, Ky.

Howard Pearl, United Artists exploiteer, was here from New York City beating the drums for Biff Elliot, in "I, The Jury," on his 10-day junket in connection with that UA release.

Police are looking for the burglar who stole \$30 from the cash register in the Clark, Louisiana, Mo., owned by Clark and Russell Armentrout. . . . Members of the Kiwanis Club, Harrisburg, Ill., met at the Harrisburg Drive-In Theatre, Harrisburg, Ill., to express the thanks of the club to the drive-in management for the recent night at which the Kiwanis Club raised funds for its junior baseball program. The drive-in is owned and operated by Olin Ingram and Fred Wilmoth.

Salt Lake City

The campaign for the opening of "From Here To Eternity" at the Utah was one of the best in some time, with Sam Siegel, Columbia, in to help out. Lou Sorenson and Helen Garrity worked with him. . . . One of the first open-airers to close for the season was the Layton Drive-In.

San Antonio

Dore Schary, vice-president in charge of production for Metro-Goldwyn-Mayer, will head a troupe of visitors on Sept. 23 traveling in Texas for "Take the High Ground." The visitors will include Richard Widmark, Karl Malden, Elaine Stewart, and George Murphy. The group will appear at El Paso on Sept. 20, and will also visit Houston, Dallas, and Fort Worth. . . . Bill Elder returned to the Summers Theatre Circuit. . . . The Hi Park Drive-In is advertising "Kiddies, free. If you don't have any bring your neighbors."

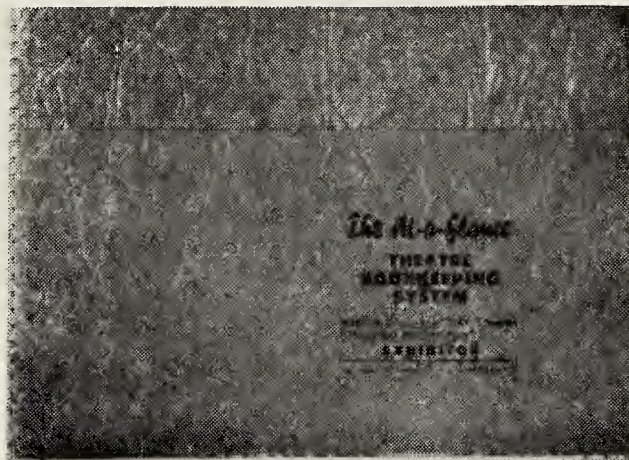
Donald Foster, newly assigned salesman for Paramount in the south Texas territory, was a visitor. . . . George W. Meyer, 64, maintenance man, Azteca, died. . . . The father of Milton Du Bose, who operates the Majestic, Cotulla, Tex., died. . . . Gordon B. Dunlap, man-

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I. J. K. L.	Technician	8.00	8.00	64.00	
M. N. O. P.	Technician	8.00	8.00	64.00	
Q. R. S. T.	Technician	8.00	8.00	64.00	
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ager, Clasa-Mohme film, staged a special showing of "Viva Mexico" for the Rotary Club.

A newly started game, "Peguele Al Gordo," "Hit the Fat Man," made its debut here at the Teatro Nacional, and has proven so popular it has been moved over to the Guadalupe. It offers \$100 in prizes by local merchants. . . . Tomas Garcia, assistant manager, Azteca, was on vacation with his family at Saltillo, Mexico. . . . Among the exhibitors in to book were Frank Fletcher, Ritz, Houston, Tex., and Humberto Gonzales, owner, Rex, Zapata, Tex. Gonzales is constructing a new drive-in at Zapata.

The Superba, Denison, Tex., reopened after being closed following a fire.

Lonnie Legg has been manager since 1946. The Superba was opened by his father, the late B. Legg in 1918.

A special "Book Matinee" was held at the Paramount, Austin, Tex., according to W. E. Hellums, city manager, Interstate Circuit. At the special showing, admission was two or more books. The books are to be turned over to be used for the armed forces overseas. A first prize of a \$50 bond and a second prize of a \$25 bond were given to those bringing in the two highest amounts of books. Prizes were donated by merchants.

High winds wrecked the screen tower at the Triangle Drive-In, Ozona, Tex. It had just been opened two weeks. W. V. Adwell, owner, estimated the damage at \$7,000.

The State, De Kalb, Tex., has been reopened after being closed for remodeling. . . . Bill McLaughlin, Farwell, Friona, Tex., started the construction of a new drive-in for 240 cars. . . . C. W. Matson, owner, Dixie, Rockdale, Tex., launched a \$18,000 modernization program. . . . Wallace Blankenship, president, Wallace Theatres, announced plans for the installation of 3-D at the Wallace and Rose, Levelland, Tex., in conjunction with the company's 30th anniversary.

The Rubin Frels Circuit, reopened the Victoria, Victoria, Tex., as a first-run after an extensive remodeling program. . . . Sherwin Leach, manager, Texas, Jacksboro, Tex., says the house is getting a new face with redecoration of the front of the building and part of the interior.

San Francisco

Jerry Zigmond, western division manager, United-Paramount Theatres, was in. . . . Frank Harris, branch manager, United Artists, was in Los Angeles meeting with western division manager James Velde. . . . General Theatrical took over the Vista, Rio Vista, Cal., from H. E. Brown. . . . Teddy and Ruth Gelber moved back into their local home. Formerly the Studio Drive-In manager at San Mateo, Cal., he is now with Petri Wine, and she is secretary at the Robert Clark Agency. . . . The Popkin package, formerly handled by United Artists, is now being distributed by the Robert Clark Agency.

The Film Colony Girls Club, headed by President Helene Shearer, assistant to office manager Sally Martin, Blumenfeld Theatres, is planning an exciting affair, a fashion show and preview party at Gerald Hardy's Presidio with the FCG's doing their own modeling. The date of the show is Sept. 26. Price for the complete show is \$1.20, and the full amount of every ticket is being turned over to the Variety Club Blind Babies Fund. Tickets may be purchased from all Film Colony members and from the Peggy Shop. Among models will be Charlotte Adolph, wife of Al Adolph, Republic salesman; Gene Galvin, secretary, B. F. Shearer Company; Mary Marquard, secretary to MGM resident manager Sam Gardiner; Sally Martin, office manager, Blumenfeld Theatres;

Maude Rogers, secretary, Redwood Theatres, and President Shearer. The picture to be previewed will be a new release. Hardy is turning his theatre over to the club members free, and several merchants are aiding the benefit under chairmanship of Miss Marquard. Katherine Kerry, radio and TV personality, will be fashion commentator.

Irene Cleary, a member of the Film Colony Girls Club and draftsman with Paramount Printing, became the mother of a baby boy. . . . Florence Myers, MGM switchboard operator, spent the holidays in Hollywood visiting Barbara Taylor, former secretary to office manager Lila Goodin, now working for MGM studios. . . . Juanita Crowe, National Screen Service Booker, and Mary Galt, secretary to MGM's Ted Galanter, spent their vacation at Lake Tahoe. . . . Robert Gingerich, Carmichael, Cal., was in booking.

The publicity spotlight was on district manager Earl Long's United-Paramount Theatres, with the St. Francis and Paramount taking over the town for "So This Is Love" and "Houdini," respectively.

Dorothy Wirtz, manager, Varsity, Palo Alto, Cal., assures that it is not a promotion stunt for "Mighty Joe Young" that her new assistant manager is named Joe Young.

Seattle

Allied Artists star Wild Bill Elliott was in to make personal appearances in connection with the "Back To School Week," sponsored by The Seattle Times, the Evergreen and John Hamrick Circuits, and leading merchants.

John Riley, accompanied by his wife and children, is coming up from the Los Angeles National Theatre Supply branch to join the local staff. He replaces Donald Farnham, resigned.

Sterling's Roosevelt noted its 20th anniversary. . . . Roy Casey, 20th-Fox office, resigned, replaced by Edith Zang.

Chris Poulsen's Denali, Anchorage, Alaska, will shortly be equipped for 3-D projection, with NTS of Seattle handling the installation.

Arthur Smart, affiliated for many years with the Inland Northwest Film Service, is in the Veterans Hospital.

Midstate representatives included Johnny Doerr and Pete Benagoes, from Chicago, and Ed Hickey and Howard McGhee, over from Walla Walla, Wash. . . . Other out-of-towners on the Row included Joe Rosenfield, Spokane, Wash.; C. E. Maggard, also over from Spokane, where he has the Rialto; Mike Powers, 20th-Fox Eastern Washington salesman, and Mr. and Mrs. Ralph Stout, Granger, Wash.

The Chief, owned by T. P. Smith at Tonasket, Wash., reopened when the city amusement taxes were abolished. . . . Eve Ordell, secretary to the branch manager at 20th-Fox, was vacationing. . . . Jim Robinson, 20th-Fox, was on vacation.

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NEWS OF THE

Territory

**BRANCHES
Cincinnati**

Two trade conventions are expected to bring several hundred exhibitors to this city Feb. 2-4 inclusive. Of particular interest will be the first annual national convention of drive-in owners, and it is anticipated that there will be a large representation of exhibitors. Also convening in the Hotel Netherland Plaza at the same time will be members of the Allied State Association of Motion Picture Exhibitors. Robert Wile, Columbus, O., secretary, Independent Theater Owners of Ohio, was here to assist in preliminary arrangements.

Its 17th annual golf tournament at the Kenwood Country Club netted the Variety Club \$5,200 for its Foundation for Mentally Retarded Children as more than 400 golfers played the two courses. Outsiders held the lucky tickets for the first prize, a Cadillac, and the second prize, a Ford, but a number of exhibitors were among winners of the 20 attractive consolation prizes. Bill Onie, assisted by a number of Variety Wives, handled the giveaways. With the golf meet out of the way, Variety Club members now are concentrating their efforts on "Old Newsboys Day" on Sept. 22. The bally includes luncheon meetings for branch managers, exhibitors and others, and a schedule of talks by club members before local civic clubs and other groups.

Business trips were made by Edward Salzberg, Screen Classics, to Kansas City; Marie Donelson, Screen Classics, to Indianapolis; P. K. Wessel, treasurer, State Film Service, to Cleveland; Harris Dudelson, Lippert division manager, to Chicago; Gene Tunick, president, Tunick Releasing Company, to Springfield, O., and Charles Manley, president, and R. A. Guettler, district manager, Manley, Inc., to Kentucky points.

Vacationing were Marie Klagg, Allied Artists cashier; Art Adams, MGM salesman, in Columbus, O.; Loretta Collins,

**Pittsburgh SW
Launches Campaign**

PITTSBURGH — "Opportunity for success in the motion picture industry is greater than it has ever been, and we are approaching the current season with the greatest optimism and confidence than any of us have had in the past five years," declared Sam Rosen, executive vice-president, Stanley Warner Corporation, at the zone's "Show Them With Showmanship" 13-week campaign's kick-off meeting in the William Penn Hotel.

Rosen flew in especially to address the session of the all-day conference, which also attracted numerous other industry leaders.

Distribution, production, and exhibition were all represented at the all-day meeting, hosted by M. A. Silver, zone chief, Stanley Warner, who sounded the threshold of a new, exciting and stimulating era. "With the innovations in photography, projection, sound, depth, and new media, we are entering a period of greater opportunity, greater profits, and greater returns for all of us."

Silver announced that \$3,000 in prizes was being offered to the 100-odd managers in the Pittsburgh zone in the 13-week showmanship campaign.

The morning hours were devoted to procedure details, with various department heads outlining their practices and how they are geared to serve the men in the field. Recessing for luncheon in the hotel's Allegheny Room, the meeting re-convened to hear Jerry Pickman, Paramount vice-president in charge of advertising; William "Bill" Pine, Pine-Thomas producing team; Dan Terrell, eastern head of advertising, publicity, and exploitation, Loew's; Earl Wingert, 20th-Fox merchandising staff, and Harry Goldberg, Stanley Warner national ad director. All the men had one thing in common in their remarks, optimism.

Speaking for the company were Sam Rosen, executive vice-president, and Harry M. Kalmine, vice-president and

MGM inspectress; Dorothy Hoff, National Screen Survey booker; Jane Everett, secretary to William Bein, National Screen Survey district manager; Lucy Oelschulger, National Screen Survey assistant shipper; Tony Knowlman, 20th-

general manager, the latter a former Pittsburgh zone manager, who urged the assembly to keep in the forefront as the country's leading team of showmanship-minded managers.

Introduced as the leaders of their districts, district managers Dick Wright, Ohio; Frank Harpster, West Virginia; Byron "Dinty" Moore, Main Line; Sid Jacobs, Pittsburgh, and Bob Bowman, Erie, revealed that a combined total of thousands and thousands of giveaway items, ranging from bicycles through grocery night baskets and automobiles, had been set up for the drive period in their respective situations, that their houses had undergone extensive remodeling and renovation, and that everything possible was being done to make the returning patrons more comfortable and more enthusiastic about motion picture entertainment.

The meeting room was attractively decorated with huge, 40 x 60 blow-ups, in color, of Fabian, Rosen, and Kalmine serving as the backdrop; pennants overhead, and identifying banners for the various districts. A surprise highlight of the afternoon was the emphasis given to the slogan, "You've got to sell your show to get that dough," as an especially appealing bathing suit clad model crashed through a specially constructed large screen to prove the point.

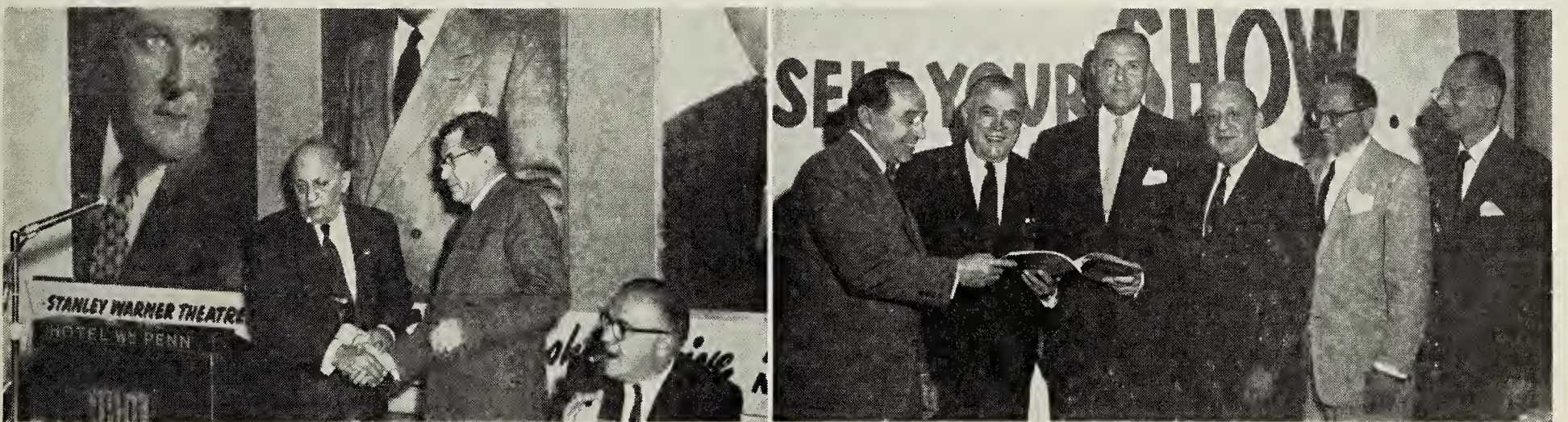
Under Silver's supervision, all details for the "Show Them With Showmanship" conference were engineered by Henry Burger and Phil Katz, advertising and exploitation directors, respectively, Stanley Warner Pittsburgh zone.

A complete working kit, including a 30-page brochure on selling, new product, service, attracting the kiddie audience, stunts, etc., was given to every manager, along with handsome lighters, money clips, and other useful items.

Seven of the film companies are offering additional \$100 incentive prizes for those managers turning in the best campaigns on particular product, and Goldberg revealed that the manager voted the most outstanding in the drive would be invited to New York with his wife as guests of the Stanley Warner Company.

Fox booker; Del Henshaw, 20th-Fox inspectress; Louella Leffert, U-I general clerk, and Marie Haller, U-I inspectress.

Exhibitors in were Harold Raives, Dick Robertson and M. J. Gordon, Cleve-



William Pine, of the Pine-Thomas producing team, is seen at right, standing, being welcomed by M. A. Silver, Stanley Warner Pittsburgh zone manager, to the recent initial session of the Pittsburgh theatres' "Show Them with Showmanship" 13-week campaign, as Harry M. Kalmine, SW vice-president

and general manager, looks on, and, at right, left to right, are SW executives including Harry Goldberg, national ad director; Kalmine; Sam Rosen, vice-president; Silver; Nat Fellman, national film chief, and Carl Siegel, in charge of concessions.

land; Roy Wells, Floyd Williamson, and Robert Epps, Dayton, O.; A. D. Curfman, Westerville, O.; Carl Pfister, Troy, O.; John R. Poe, Aberdeen, O.; Harold Stedmueller, Columbus, O.; Harry Wheeler, Gallipolis, O.; Carl Haegle, Fort Recovery, O.; George Turlukis, Hamilton, O.; Ralph McClanahan, Irwin, Ky.; E. C. Harvey, Grayson, Ky.; A. M. Miles, Einence, Ky.; Joe Marshall, Danville, Ky.; William Cain, Louisa, Ky.; J. Woodrow Thomas, Oak Hill, W. Va.; Don Keesling and Goode Homes, Bramwell, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore, Charleston, W. Va.; Harry McHaffie, Marmet, W. Va.; Joe Joseph, Salem, W. Va.; Max Matz, Bluefield, W. Va.; Julian Silberstein and John Goodno, Huntington, W. Va., and Mrs. P. M. Thomas, Parkersburg, W. Va.

National Theater Supply is installing CinemaScope equipment in the Paramount, Ashland, Ky., Mid-States Theaters, owner, and in the Parker, Parkersburg, W. Va., Mrs. P. M. Thomas, owner. NTS also is installing 3-D equipment in the State and Lincoln, Columbus, O., Neth Circuit, owner, and at the Starlight Drive-in, Marietta, O., J. B. Stedman, owner.

TOC is now booking and buying for the Star, Delbarton, W. Va., Frank Saltes, owner. . . . Robert F. Fledderman is a new salesman for Manley, Inc., in Kentucky and southern Indiana.

Paramount branches are moving fast to insure themselves of top positions in the "Adolph Zukor Golden Jubilee Salute," 14-week sales drive honoring the company's board chairman. The Cincinnati branch named Louise Vincent of that office its drive captain, and she has set up competitive teams within the branch. Quotas have been established for each team according to the number of accounts served, and the team which receives the most points will win one of the special prizes which have been promoted by Mike Weiss, field representative. Phil Isaacs, mideastern division drive captain, reports that plans for similar arrangements are being made by other branches within the division. Salesman Mike Gould is correlating the Cleveland branch moves, and Kay Grotticelli taking steps to put Pittsburgh competitive teams into high gear.

Cleveland

While there is no general move in the direction of advanced fall admission prices, two theatres, the Vine, Willouby, O., and the Berea, Berea, O., both owned by the Modern Theatres circuit, boosted to 75 cents. . . . Jack Ochs, son and associate of Herbert Ochs, who operates drive-ins in Canada, moved into his new and larger home on Covington Road, where his four children have more elbow room.

Janice DeForde, five-week old daughter of Patty, former Imperial employee, made her Film building debut before an admiring audience. . . . Maurice Berstein, Berstein-Fellington Insurance company, and Mrs. Berstein returned from a European vacation trip.



Jack Day, manager, Fabian's State, Altoona, Pa., recently advertised the showing of Warners' 3-D "The Charge at Feather River" by graphically warning his patrons that they will be a part of the action.

Charles Deckman, who had to resign as manager, Vive, Willoughby, O., following a heart attack, was back in University Hospital for an appendectomy.

Peter Dana, U-I division manager, paid the branch a visit. . . . At United Artists, Milton E. Cohen, eastern division manager, came in to introduce Harry Goldman, district manager.

Ben L. Ogdon, head, Ohio Theatre Supply, completed installation of a 125-250-amp. Motiograph generator, large lamps, panoramic screen, and frame in the deluxe 1600-seat Yorktown, whose owners are Ted Vermes, Albert Vermes, and James Kalafat.

Leo Jones, Upper Sandusky, O., chairman, federal tax repeal committee for northern Ohio, wants every exhibitor to write to W. Ward Marsh, The Plain Dealer movie editor, to thank him for his feature article. He went to great length to explain why the theatres need the repeal of this excise tax for survival, and pointed out the danger of multiple closings not only to the industry but also to all allied industries.

Paul Hueter reopened his Dixie, Toledo, O. . . . Fritz Witteborg is the new owner, Grove, Columbus Grove, Paul Welton, former owner, closed it in July. . . . David Rosenthal, United Artist branch manager, was back at his desk. He was a surgical patient at the Euclid-Glenville Hospital.

Jack Sogg, MGM branch manager, and E. C. Pearson, regional publicity director, were on the west coast attending the company's "See For Yourself" meeting. Al Golen, Pearson's assistant, remained to look after publicity interests.

Bill Gandall, U-I publicist, spent the week here laying ground work for future promotions. . . . Tom Grady, MGM master booker, was in. . . . Vincent Antel, father-in-law of U-I office manager Frank Musto, died suddenly. . . . Jack O'Connell, owner, Loop, Toledo, O., who broke the same leg for the fourth time, was back in the hospital for X-rays. . . . Bert Schoonmaker, World, Toledo, O., and Mrs. Schoonmaker are packing up a trailer to their car which they are driving to Fairbanks, Alaska, as soon as they close their books on their Clark Lake, Mich., summer resort.

Paul Vogel reports installation of 3-D equipment in Salem, Ravenna, and Wellsville, all in Ohio. . . . Richard Miller, navy son of Warner office manager Yaro Miller, finished his training in Jacksonville, Miss., and is now at Norfolk, Va. . . . Jack Kois, for the past three years manager, Tower, has been promoted to manage the Telenews theatres in Milwaukee. Both belong to the Sheftel-Burger group. Jack Silverthorne, manager, the Hippodrome, also owned by the same group, will also oversee the Tower. . . . The Grand, Steubenville, O., is installing one of the largest screens in this area, 13 feet by 32 feet. A new type all-aluminum frame, engineered and manufactured by Irving Field, supports the screen.

Sam and Maurice Barck upped the admission price to 75 cents at their Auto Park, near Salem, O., for their first 3-D picture.

Painesville, O., a town of 14,500 population near Cleveland, followed Lakewood, O., a Cleveland suburb in repealing the three per cent municipal tax. Only one theatre, the Lake, is affected. Council members of other suburbs were reportedly lending sympathetic ears to talks of the three per cent tax repeal. . . . A second son, named Edward, was born to the wife of James Kalafat, owner of several deluxe theatres. This brings the family gross to two adults and five children.

Detroit

Dillon Krepps, manager, United Artists, returned from vacation. He tells that for years he has used the name "John Dillon" in hotels because of the difficulty he has getting Krepps across to maitre-d's and clerks when applying for reservations.

Fifteen mayors from around Detroit were guests of Cinerama. Mayor Art Rheame, Windsor, Ontario, saw Mayor Charles Bondy, Riverside, Ontario, standing in the ticket line. A quick word to manager Frank Upton and he was a guest, too. . . . Out in Hollywood on vacation, Detroit public relations man Robert Allgood was watching production of Paulette Goddard's "Paris Model." Director Al Green was short a croupier for a gambling scene, snatched Allgood, and another career is on its way.

M. F. Gowthrope, W. S. Butterfield prexy, returned from New York enthusiastic about the fall and winter picture crop. Managers of Butterfield's outstate theatres attended a two-day meeting in Lansing, Mich.

The Albion Drive-in, Albion, Mich., recently completed its first showing of 3-D. Walter Campbell, owner-manager, states that all open airers should make provision for handling traffic what with the bottleneck of handing out glasses added to the usual troubles of getting people into a drive-in. The paint used on the screen was EPRAD's "Uni-Max" all-purpose screen paint, furnished by Theatre Equipment Company, Toledo, O., as was the rest of the 3-D equipment.

U-I's "The All-American" will have its world premiere at the Broadway Capitol on Sept. 23 with personalities

of the film participating in the premiere and helping to launch a series of territorial openings. Among those who will aid are Herman Hickman, and Myra Hansen, voted "Miss United States" in the recent "Miss Universe Beauty Contest." Robert Ungerfeld, U-I home office exploitation representative, was here to develop plans.

Albert Dezel, managing director, Coronet, returned from Europe where he visited London, Paris, and Rome. The theatre reopens with a special benefit.

Something new in art film presentations will be offered in "Curtain at 8:30," with one performance nightly. The theatre will open at 7:30 p.m. and until 8 p.m. patrons will enjoy an interlude of music while coffee is served and have available to them the latest periodicals. Precisely at 8 p.m., chimes will announce the rising of the curtain and for the first half-hour, shorts and art briefs will be shown. At 8:30 p.m., the feature will commence.

The Hoover is now operated by Joseph Fleishhacker, a newcomer.

The Alden opened under the management of Harry T. Smith, and then re-closed. . . . Herb Schildt, Allied Artists salesman, Grand Rapids, Mich., vacationed. . . . Shelby Newhouse, announcer and actor around town, noted his army trucking experience on Jam Handy's casting sheet. Sure enough, he was cast in a commercial film behind the wheel, being towed past the cameras.

20th Century-Fox booker Al Champagne toured northern Michigan's water wonderland.

Projectionists George Rottell, Madison, and Cass Newell, Royal, switched; Glen Harnden left the Cinderella for the Music Hall, and was succeeded by Ray Gagnon, RKO Uptown; Sam Johnston also left the RKO Uptown, leaving only Ed La Guille and Arthur Potter in the booth; James Savolino went from the Adams to the Madison; Hans Larson to the Cinderella from the Madison, and Matt Haskin from the Cinderella to the Riviera.

A bewildered old man caught the sympathetic eye of United Detroit's Alice Gorham. Offering to help him, she got this: "This is the first time I've been downtown in a year. While I was waiting here for my wife, a police car roared up, scooped two men up, and away they went. Then the Fire Department rescue squad came, and picked up a man who'd collapsed on the sidewalk. They took him away and I don't think I'll come back for another year."

Alex Schreiber, Associated Theatres, was in from California. . . . Charley Dietz returned from New York to his MGM publicity office and a new secretary, Shirley Gray. . . . Catherine Owen did PR for the recent Detroit Police Field Day. . . . Booker Clarence Berthiaume is back at MGM from an Iowa vacation. . . . Also in from Iowa was Clark Baker, former Columbia office manager, who now transports film in Des Moines. . . . Matt Plunkett is back at the RKO Uptown after a Chicago vacation, and Sol



Deane Brown, manager, Lyric, Indianapolis, recently had a "mechanical man" out on a trailer for street bally on Republic's "City That Never Sleeps." In a tiein with a local store, the "man" appeared in return for space in an ad announcing the picture and playdate.

Krim, Highland Park, Highland Park, Mich., spent his at the Lido Hotel, Long Island. . . . There were reported rumblings about the showing of normal films on wide-screen. Particularly pinpointed for criticism were "Shane" and "The Band Wagon," both shown downtown on wide-screens. Reviewers for the dailies were taken to task for their plaudits. Patrons couldn't see it when Fred Astaire and Cyd Charisse, for example, danced with their feet down in the orchestra pit somewhere. The reviewers hedged, and legitimately, that they had seen the films in screenings, and didn't know about the missing feet and headtops.

Work on United Detroit's Birmingham is progressing smoothly. A complete remodeling is going on without interrupting service. . . . U-D's Cinderella completed remodeling.

Indianapolis

Approximately 200 persons attended the Variety Club golf tournament at the Indianapolis Country Club. Members with low gross were Harry Frederickson and L. R. Glogower, Jr., and non-member with low gross was D. Perk. . . . The Brokau, Angola, Ind., installed a new wide-screen and stereophonic sound, as reported by Austin Brokau. . . . Rosemond Parliament, secretary to manager



Harry Hendel, left, chairman, American Korean Foundation Fund theatre collection for western Pennsylvania, is seen recently in Pittsburgh receiving a check for \$22,931.11 from M. A. Silver, right, Stanley Warner Pittsburgh zone manager, for monies collected in SW theatres.

Ed Bigley, United Artists, resigned, replaced by Betty Gedling.

Harry Meadow, United Artists salesman, returned after a vacation spent in New Haven. . . . The family of manager Edwin Bigley, United Artists, has taken up residence here. . . . Hobart Hart, Court, Auburn, Ind., was fishing. . . . George Feller closed his Monroe, Monroeville, and was vacationing in Canada. . . . Jerry Kramer, Columbia salesman, was vacationing in Milwaukee.

The State, Worthington, Ind., has been taken over by Paul Love. Love also operates the Cozy, Dugger, Ind. . . . Verne Elmore is recuperating after her operation at home. She is at 20th-Fox. . . . Cashier clerk Thelma Strickler returned to her post at 20th-Fox after a vacation. . . . Salesman Herman Hallberg, 20th-Fox, returned after a vacation spent moving to his new home near Carmel, Ind. . . . Cashier clerk Donna Nasby, 20th-Fox, resigned.

Exhibitors seen were Keach McAllister, Theatre Twin Drive-In, Jeffersonville, Ind.; Earl Payne, Switow Circuit, Louisville, Ky.; E. L. Orenstein, Orenstein Circuit, Louisville, Ky., and Matt Scheidler, Hartford, Hartford City, Ind.

Pittsburgh

In regard to the state sales tax, all theatres receiving the Application for Certificate of Registration (RSU-1) should answer the questions and return the form. Theatre tickets are not subject to the tax, film rental is not subject to the tax; on trailers, if rented, there is no tax, but if purchased, there is a tax. On advertising paper, if rented, there is no tax, if bought outright, there is a tax. Since the tax starts at 11 cents, theatres which sell 3-D glasses as a separate item not included in the total admission price to the theatre must charge the sales tax if the glasses are sold for more than 10 cents. The same thing applies to theatres making service charges on giveaways. As to concession sales, if the exhibitor handles the concession himself, he is responsible for the tax. It is important, therefore, that exhibitors handling their own concessions should get a copy of the official regulations listing items which are subject to tax and those which are exempt.

Rex Specialty Bag Corporation, Brooklyn, N. Y., announced the appointment of Jerry Hiles as representative to cover the western Pennsylvania and northern West Virginio territories. Hiles has been associated with the popcorn and concession industry for many years, handling leading lines of popcorn and sundries.

Hal Marshall, 20th-Fox Atlantic division exploitation representative, concluded two days of New York conferences with Rodney Bush, exploitation manager, mapping campaigns for "The Robe." The first CinemaScope production is scheduled for debut here next month.

If all the fireworks gathered by area drive-ins for the Labor Day weekend were to go off at the same time the explosion would rival the atom bomb.

Bob Kimelman, Cooperative Theatre Service booker, left to go into the realty business. . . . Dick Cvetic, Strand, Oakland, Pa., is now managing the Orpheum, Sioux Falls, S. D. . . . Ralph Ielow, branch head, and J. J. Maloney, central sales chief, returned from the coast meetings. . . . "Martin Luther" opens on Sept. 25 at the Warner. Bob Yost was in in advance. . . . It was a boy, Gerald, at the Gerald Brills. Dad is with National Theatre Supply.

Ohio

Ashland

W. S. Eckard, manger-owner with his two brothers of the New Ashland Drive-in, opened it. This is believed to be the first drive-in built new as a Cinema-Scope, panoramic, 2-D, and 3-D theatre. With an overall screen size 76 feet wide by 38 feet high, this has a 500-car capacity, and is located on Route 250, just east of the city limits. The opening attraction was "By The Light Of The Silvery Moon," and, using a 1.66 aperture plate, a 66 foot picture was shown. The theatre was designed, engineered, and constructed by Theatre Equipment Company, Toledo, O., which also furnished all projection and sound equipment. The projectors are Century, as is the sound system. The lamps are Strong "Mighty 90" and the speakers EPRAD's "Universal" die cast aluminum, with "glo-top" junction boxes and down lights. The screen was painted with EPRAD's "Uni-Max" all-purpose screen paint.

Columbus

Mayor Robert T. Oestheicher proclaimed "Scoutmaster Week" to coincide with "Mr. Scoutmaster," RKO Palace.

Charles Sugarman, co-owner, Little, said he will soon file a "friendly suit" in federal court to recover the federal tax the Little has been forced to pay on donations given by Little patrons. The Little has been operating since last November under the donation policy.

Frank Yassenoff, Riverside and CCC Auto Theatre, has been offering triple features.

"Wild Bill" Tucker, known as Hollywood's original sound effects man, appeared in person at the Miles indoor and drive-in. . . . Robert Slatzer, former local newspaperman, resigned from the Paramount studio publicity department to become publicity director of the "Joe Palooka" TV film series produced by Joe Kirkwood, Jr.

Dayton

"Sabre Jet" had its world premiere at Loew's as the leadoff event of the National Aircraft Show. The opening of the release was backed by a big cam-



Paul Jacobs, manager, La Roy, Portsmouth, O., recently joined Dean Martin and Jerry Lewis on the golf course on the occasion of the duo's personal appearance in connection with the world premiere of their newest Paramount comedy, "The Caddy," in Columbus, O. Jacobs was celebrating his 40th birthday and 20th year in exhibition.

paign. The sendoff got under way with the arrival of stars Robert Stack, Coleen Gray, Richard Arlen, Julie Bishop, and Leon Ames aboard a special Air Force transport plane. A gala parade preceded the premiere.

Pennsylvania

Coudersport

John Rigas, Al Nordquist, and Don Enstrom, respectively of the Coudersport, Galeton, and Shinglehouse, are enthusiastic over the success of their combined "Bank Night." It is held in a different theatre each week, with telephones being used to keep audiences in the other houses aware of the proceedings.

Erie

Frank Fairgraves reports his son has nearly completed basic training in Kentucky, and expects to be transferred to Baltimore, Md., within the next few weeks. . . . Nick D'Aurora visited Pittsburgh to book his 18th Street. . . . Bill Zeny had to postpone the debut of his wide-screen in the Lake for a few weeks. Like many other features in his beautiful neighborhood house, he has done all the work on the new screen himself.

Farrell

Louis Lambros was in New York to bid his mother "bon voyage" on her return to Greece. Apparently she became homesick to see her other seven children still living there.

Franklin

Ray Woodard flew to Pittsburgh to spend a few days on Film Row.

Greensburg

Monessen Amusement Company, is using spot announcements with scenes from features for Indiana, Vandergrift, and Uniontown during Dave Garroway's morning TV show.

Latrobe

Tommy Woods, HiWay Drive-In, has postponed a planned trip to Florida till cooler weather eases the pressure of a hectic season.

Ligionier

Alvin Seiler has been tied up in Elkins, W. Va., doing an extensive remodeling job on the Manos. Meanwhile, Seiler has been batting 1,000 in running the Vox and Ligionier.

Linesville

With cooler weather forecasting the end of the drive-in season, Mrs. Valoris Hayes is planning to return to a seven-day operation in her Regent.

Mars

Ralph Adelman is another strong booster of 3-D for small towns.

Mt. Pleasant

The Grand is completing 3-D installation.

New Castle

Joe Markley, State, reports his billboard advertising business, which he started as a sideline, is rapidly growing to proportions beyond his early hopes.

North East

Ken Blakely states business at Keller's has been on the upswing.

Saltsburg

Anthony J. Delissi is convinced that a little ingenuity in installation can make 3-D pay off.

Windber

The Silver Drive-In reports having to call for extra police to help handle traffic during the showing of "Shane."

West Virginia

Bluefield

Max Matz, Bluefield, was reelected president, West Virginia Allied Theatres Association, on the concluding day of the two-day convention at the Matz Hotel. Other officers elected were Don Schultz, Fairmont, first vice-president; Donald Keesling, Bramwell, second vice-president; H. J. Gilbert, Jr., Princeton, secretary-treasurer; Rube Shor, Cincinnati, national director, and H. J. Gilbert, Sr., Princeton, alternate. Directors elected were Rube Shor, chairman; E. R. Cutter, Charleston; C. D. Crawford, Jr., Beckley; Ross Filson, Point Pleasant; Joseph Buffa, Mount Hope; Woodrow Thomas, Oak Hill; Roy Letsinger, Amherstdale; G. B. Lively, Huntington; Joseph Raad, Salem; L. E. Rogers, Jr., Welch; Lester Rosenfeld, St. Albans, and Louie Shore, Williams. The convention heard Abram F. Myers detail the tax fight and possibilities and plans for renewing it. It passed a resolution expressing appreciation of efforts of Gilbert, Sr., state COMPO chairman, and a resolution commending the courage and skill of Shor in presenting to the Senate Small Business Committee objections of exhibitors to fixing of admission prices by distributors. Another resolution expressed appreciation of the membership to West Virginia Senators and Congressional delegation for efforts in behalf of the Mason Bill, and hope that they will continue to support repeal. The group also expressed sorrow over the serious illnesses of Lester Rosenfeld, St. Albans, and Tony Cassinelli, Mullens.

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NEWS OF THE

Territory

Boston

Crosstown

Although "The Moon Is Blue" was not passed by the Massachusetts Department of Public Safety, and, therefore, cannot be shown on Sundays in this state, there was no interference by the Boston censors so that the film opened at the Astor. Manager Louis Krasnow, Astor, arranged with United Artists, distributor, "The Moon Is Blue," to bring back another UA film for Sundays only, "Henry V."

Harry Harding, who has had several seasons' experience as assistant manager in summer theatre situations, particularly at the Monomoy, Chatham, Mass., has been appointed assistant manager, Beacon Hill, working under Samuel Richmond, managing director.

Nancy Jane Pierce, daughter of Ralph "Red" Pierce, northeastern branch manager, Altec, was married on Aug. 29 in Swampscott, Mass., to Leland Bartlett Howe, also of Swampscott, at the Church of the Holy Name. There was a large reception at the Tedesco Country Club. The bridegroom is with Polaroid Company.

Anne Paave, bookkeeper, Smith Management Company, was off to Europe for a vacation, sailing for England, France, and Switzerland.

Rumors were rife as to certain changes of theatres, sales, closings, and reopenings. Three changes in theatre property have been announced. Starting shortly after Labor Day, the Warren, Whitman, Mass., formerly operated by Ernest Warren, will be operated by Lloyd Patriquin, who has had managerial experience. He has taken a long term lease on the property, and is starting in with a new policy of a show-and-a-half



The Atlantic Gasoline Company and U-I recently tied up in a contest on U-I's "Thunder Bay," and seen is an Atlantic station in Bridgeport, Conn., with placards prominently displayed. Seen are Harry A. Rose, manager, Majestic, Bridgeport, and Walter E. Majesky.

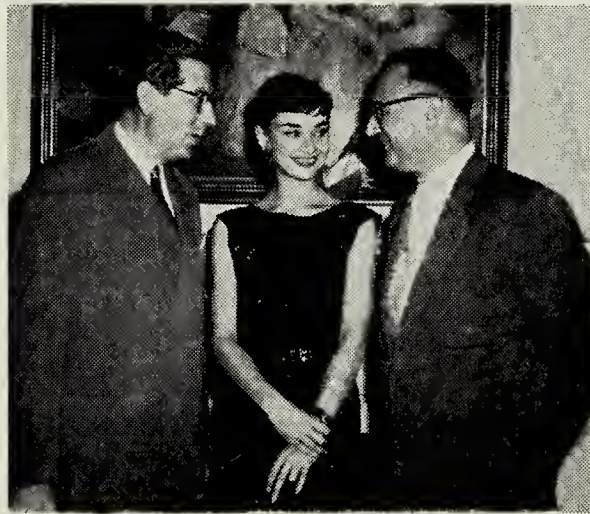
Samuel Pinanski Honored By Lowell Tech.

LOWELL, MASS.—At a luncheon given by President Martin J. Lydon at the Vesper Country Club, a special presentation was made to Samuel Pinanski, president, American Theatres Corporation, a graduate of Lowell Technological Institute and chairman of its board of trustees. As a token of the esteem in which Pinanski is held in appreciation for his long and continuing service in helping in the Institute's development, President Lydon presented the guest of honor with a gavel suitably inscribed with the recipient's name and a summary of his valued service to the college.

Lydon noted the important role Pinanski has played in the completion of such projects as the erection of the Alumni Memorial Library, and commented upon the close contact the chairman of the board has maintained with all developments in the expansion program through which the Institute has been passing over the past six years.

The meeting was the routine quarterly meeting of the board of trustees.

starting at 6:30 p.m. with a children's matinee on Saturdays and continuous performances on Sundays. Patriquin is a Whitman man who has long been interested in having his own theatre. He was assistant manager for B and Q Associates, and has been relief man for Lockwood and Gordon Enterprises. He is planning several local exploitation stunts. Warren, helping him with the buying and booking, is the film salesman who turned exhibitor in 1945, and who operates the Paramount, Needham, Mass., and the Strand, Canton, Mass. A second theatre to change hands is the Royal, Lowell, Mass., with Edward Sokolowski and his brother-in-law, Henry Gaska, taking a six-year lease on the property. After alterations, the theatre will open for second-run product. Gaska will be the manager. Sokolowski has operated the Capitol, Lowell, for many years, but closed it last June when the lease expired. He also ran the Park,



Morris Simms, right, district manager, New England Theatres, and Italian consul Giovanni Formichella are seen with Audrey Hepburn, star of Paramount's "Roman Holiday," at a recent exhibitor-press reception in Boston at the Sheraton Plaza Hotel.



Barbara Ruick, MGM contract player, who recently visited Hartford, Conn., in conjunction with the opening of "The Band Wagon," is seen with Arthur Canton, eastern press representative, MGM; Allen M. Widen, motion picture editor, The Hartford Times; Lou Cohen, Loew-Poli, and Lou Brown, Loew-Poli Circuit.

Nashua, N. H., which has been shuttered for some time. The third transfer is the Wilmington, Wilmington, Mass., operating weekends only. Morris Mintz, former manager, Capitol, Malden, Mass., has taken a long term lease on the property, and will operate it on a five-day policy, closing it on Mondays and Tuesdays. Morris Mintz is the brother of the popular Julius Mintz, projectionist, Metro screening room. Mintz is planning to put in dishes and other giveaways, and will inaugurate a new picture policy. He is also having 3-D equipment installed by Eddie Hosmer, Independent Theatre Supply, with Altec supervising the sound. When the theatre is completely refreshed, repainted, and refurbished, it will be opened to the public.

Spero Latchis became a grandfather for the first time when his daughter, Thelma, Mrs. James Carvelas, Youngstown, O., gave birth to a son, Louis. Latchis, president, Latchis Circuit, has had five theatres equipped with new wide-screens, 3-D and stereophonic sound. The theatres equipped are the Latchis, Keene, Claremont, and Newport, all in New Hampshire, and the Latchis, Brattleboro, Vt., as well as the Metropolitan, Leominster, Mass. The installations were put in by engineers from Capitol Theatre Supply and from National Theatre Supply.

Miss Viola Berlin, Exeter Street, and John McGrail, U-I, hosted an invitational screening of "The Cruel Sea" for big navy brass and high British officials, headed by Admiral Mosen, First Naval District. This reporter counted four navy captains with their wives, several commanders, and lieutenants, plus the British officers. The screening room was filled to overflowing for the showing.

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BOX 130

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

"The Cruel Sea" opened at the Exeter Street.

Eliminations announced by the Bureau of Sunday Censorship included the following: "From Here To Eternity," parts 1 to 14 (Deletions: Dialogue, "You probably think I'm a tramp," to and including, "a thing like that," in part 4.) Columbia: "Casque D'or," parts 1 to 10 (French—See "Helmet of Gold") (Deletions: Eliminate entire scene showing Marie in bed, in part 6. French dialogue, "Let's Go to Sleep, Manda. . .", and entire bedroom scene; scene showing Leca throwing Marie on bed, in part 8. French dialogue and accompanying captions, ". . . I could go for her," to and including, "If you have two bucks, take your pleasure." (appearing twice), in part 9. Regal; "Bachelor In Paris," parts 1 to 9 (Deletions: Eliminate scene showing woman dancer taking off veil. In part 2. Dialogue: "In France you must sell the stomach pills to the women" to and including, "you will sell millions." In part 3. Eliminate entire apartment bedroom scene and reference to bed springs. In part 5. Screen Guild.

The Park Villa Drive-In, Turner Falls, Mass., has been reorganized with Judge Samuel Blassberg named clerk and director of the new corporation. He and Clarence B. Fairbanks, accountant, with Fred W. Macker, treasurer, came in to visit supply houses and equipment dealers. . . . Visitors were Mr. and Mrs. Louis Score, Randolph, Randolph, Me., and Lester Hughes, Nordica, Freeport, Me., on a very hot day.

Leon L. Foster, 58, Needham, Mass., a salesman for two theatrical supply companies in the district, died on Aug. 26 after a lingering illness. An Athol, Mass., native, he was a resident of Needham and was a member of the Manchester and Savin Hill Yacht Clubs, the Variety Club of New England, the Joseph Webb Lodge, A F and A M of Boston, and the American Legion Post, Needham. He started his theatrical career as a salesman with Capitol Theatre Supply in 1929, and stayed with the firm for 16 years. Later, he joined National Theatre



Lori Nelson, U-I star, touring key cities on behalf of "All I Desire" and "The All-American," recently visited New Haven, and is seen here with, left to right, Harry Feinstein, New England zone manager, SW Theatres; Irv Hillman, manager, Roger Sherman, and James Totman, assistant zone manager, SW Theatres.

Boston Theatre Files New Anti-Trust Action

BOSTON — Beacon Hill Theatres, Inc., operated by Benjamin Sack, filed an anti-trust action in the United States District Court against RKO Theatres, Inc., Keith Massachusetts Theatres, New England Theatres, Inc., American Theatres Corporation, and the eight majors, Columbia, Republic, and Monogram. The complaint charges that since March, 1949, when Benjamin Sack signed a long term lease on the Beacon Hill, the defendants have engaged in a conspiracy to restrain and monopolize interstate trade by a system of runs, clearances, and admission prices in Boston. As a result, the plaintiff maintains that he was denied the right to bid for and secure first-run films. One million dollars in damages is being sought. The attorney for the plaintiff is George S. Ryan.

Supply, where he remained until illness forced him into semi-retirement. For the past two years, he had been freelancing in the equipment field. He is survived by his widow, a son, and a sister. Funeral services were held from Eaton's Funeral Home, Needham, with burial in Blue Hill Cemetery.

The 3-D equipment in the Starway Drive-In, Somersworth, N. H., is the first installation of 3-D in the state, and has brought favorable audience reaction, according to owner Jim Sayer.

Ben Domingo, district manager, RKO Theatres, was off on his vacation, but "Red" King, exploitation manager, returned from his vacation to take over for Domingo.

Reginald E. Drown, Barre, Vt., who operates the Holiday Park Drive-In, Fairlee, Vt., was flown to New York City for a series of serious operations.

Harry Feinstein, zone manager, Stanley Warner New England Theatres,

(Continued on page NT-3)



Harry Feinstein, Stanley Warner New England theatres zone manager, was recently congratulated by Ted Williams, star outfielder of the Boston Red Sox, in Boston upon being appointed a trustee of the Children's Cancer Research Foundation, Boston, which is supported chiefly by the "Jimmy Fund," nationally known Variety Club charity.

Reveal Program for Allied Meeting

BOSTON—Although the list of speakers, stars, and leading industryites attending the National Allied convention at the Sheraton Plaza Hotel from Oct. 5-7, is incomplete, Norman Glassman, general chairman, released a program of events which is subject to change.

OCTOBER 5.

9:00 a.m.—Registration, personalized gifts for all registrants.

2:00 p.m.—Opening convention session—ballroom; Call to order and greetings by Glassman; official welcome by Wilbur Snaper, president, and keynote address.

3:00 p.m.—Demonstration of improvements of 3-D—ballroom, Polaroid Corporation.

3:45 p.m.—Official notices regarding film clinics and future agenda.

4:00 p.m.—Official opening of trade show—Ballroom Foyer, State Suite, Oval Room.

6:00 p.m.—Open house for delegates and wives—Hospitality Suite parlors 131, 133 are open during the entire convention; sponsored by Motion Picture Advertising, United Film Service, Inc., Independent Exhibitors, Inc., of New England.

OCTOBER 6

9:00 a.m.—Registration.

9:30 p.m.—Review of trade show—Ballroom Foyer, State Suite, Oval Room.

10:00 p.m.—Film Clinics—Large circuits meet in Copley Room; circuit buyers meet in Back Bay Room; drive-in owners meet in Hub Room; small towns and sub runs meet in Ballroom Rostrum.

10:30 a.m.—Ladies Day program—Tour of New England's historic places of interest; Luncheon at Wayside Inn; Return to Glass Flower Exposition.

12:30 p.m.—Luncheon for registered conventioners—Ballroom.

2:00 p.m.—Exhibitors in convention—Informative speakers, open forums, discussions—Ballroom.

5:30 p.m.—Adjournment.

6:30 p.m.—Cocktails and New England shore dinner with entertainment at John Hancock Hall, Dorothy Quincy Suite; Host, The Coca Cola Company.

12:00 M.—"Nite Cap"—Hospitality Suites 131 and 133.

OCTOBER 7

9:00 p.m.—Registration.

9:30 p.m.—Review of trade show in Ballroom Foyer, State Suite, Oval Room.

10:00 a.m.—Committee meetings, suites assigned.

1:00 p.m.—Ladies Day at Keith Memorial—"The Robe," courtesy, 20th-Fox.

1:30 p.m.—Exhibitors in convention—informative speakers, reports, conclusions.

6:30 p.m.—Cocktail hour in Hub Room and hotel lobby lounge, sponsored by Pepsi-Cola.

8:00 p.m.—Industry banquet—Stars, speakers, civic leaders, celebrities, motion picture personalities to be announced.

appointed trustee, Children's Cancer Research Foundation, is also Connecticut state chairman, "Jimmy Fund."

Doris Mollica, Opera House, Lebanon, N. H., decided to close her theatre for four days to give room and time for the engineers to install the wide screen equipment and the Altec stereophonic sound. Eddie Comi, Massachusetts Theatre Equipment Company, spent a week supervising the entire job. His Century projectors were installed. Mrs. Mollica's theatre is now ready for "The Robe" and the MGM "See For Yourself" trade screenings. Her theatre was selected by Benn Rosenwald, Metro, as the spot for the New Hampshire and Vermont exhibitor trade screenings.

Film District

Publicists in exchanges were deep in the throes of publicizing the new fall product. Joe Longo, RKO, returned from a three-day stint to Montreal, where he worked on the opening of "The Sea Around Us," Her Majesty's, Montreal. This film is booked for the Kenmore for a late September engagement, marking the Kenmore's return to first-run product. Longo was also working on the advance campaign of "Devil's Canyon," Keith Memorial. Johnnie McGrail, over at U-I, was attempting to contact a razor blade company for a tie-in with "The Golden Blade." The most expansive campaign, however, is the one on "The Robe." The 20th-Fox CinemaScope feature is booked into the Keith Memorial for Oct. 7 in its New England premiere. Rodney Bush, exploitation director, 20th-Fox, is coming in to confer personally with Ben Domingo, and James "Red" King, RKO Theatres staff, and James M. Connolly and Phil Engel, 20th-Fox, to discuss the selling plans.

New Haven Crosstown

Morris Rosenthal, Loew's Poli, for "From Here To Eternity," utilized radio and newspaper. He arranged with WAVZ for a letter writing contest. The four best letter writers enjoyed dinner with a disc jockey and then saw the picture.

Charles Gaudino, assistant, Loew's Poli, got to Panama City, Fla., and then had car trouble. . . . Jack Brassil, Loew's Poli, was a vacationist. . . . The College and Poli were installing stereophonic sound. . . . Jim Darby, Paramount, went up to Cape Cod for part of his vacation. . . . Gloria Nunziante, Paramount, returned from a vacation. . . . Marshall Jones, Paramount, was another vacationist. . . . Bernie Goffin, Crown, was working on "Lili." . . . Walt Wilson, Paramount assistant, saw Montreal, Toronto, and Niagara Falls on his trip.

PROJECTIONISTS NEWS — Ed Boppert, Poli, and Philip Van Arsdale, Poli, were vacationists. . . . Lou Biascussi was also a vacationist. . . . On Dec. 29, Isidore Stein, College, and Mrs. Stein will celebrate their 41st wedding anniversary.



While in Springfield, Mass., recently, MGM starlet Barbara Ruick made personal appearances and radio interviews on behalf of "The Band Wagon." She is seen signing a picture for EXHIBITOR's Harley Rudkin, left, while Arthur Canton, MGM New York office, looks on. A press dinner was hosted by Lou Brown, Loew's, New Haven.

The Lincoln opened. . . . Bernard Raphael, a New Haven jeweler, lost \$3,850 when he went to the Whalley, and then got it back later when manager Franklin Ferguson found it. The incident made the front page of The Register.

The New Haven Advertising Club is planning for the Ad Clubs convention to be held the weekend of the Yale-Dartmouth football game. Assisting the club with the entertainment program will be Lynn Hanover, chairman; Harry F. Shaw, James Darby, Lou Brown, Morris Rosenthal, Aldo De Dominicis, and others. . . . Sid Kleper, College manager, was a vacationist. Charlie Gaudino was scheduled as relief manager.

Meadow Street

The installation of wide-screens continues in various houses. . . . The planned drive-in at Plainville is reported to be "worked on" this year, but the opening won't be until next season. . . . Phil Gravitz, Metro branch manager, received publicity on his going to California. . . . Bill Dow, a student assistant training for foreign service at MGM, went back to New York to get his assignment. . . . The Commodore Hull,



As part of his extensive campaign for 20th-Fox's "Gentlemen Prefer Blondes," Lou Cohen, manager, Loew's Poli, Hartford, Conn., had three lovely models and an aide walk down the busy city streets with huge musical notes spelling out the title and theatre prior to the recent opening.

Derby, closed. . . . The Rialto, South Norwalk, reopened for Friday, Saturday, and Sunday operation. . . . The Canaan Drive-In had the WGY "Radio Ranch" show in person. . . . Bill Pavone, Allied Artists, and his family have been getting that nice sun tan at the shore. . . . Fire Marshal George Carroll, Waterbury, reported the the boys, under 16, connected with starting fires at the closed Strand, Waterbury, had been picked up.

Jim Tobin, Warner, Bridgeport, planned spending his vacation fishing. . . . Ralph Mauro, National Theatre Supply, was at 20th-Fox, New York, for a special meeting.

Circuits Loew Poli

Division manager Harry F. Shaw made the circuit. . . . The Elm Street, Worcester, Mass., reopened. Legit shows will also play this house. . . . Division manager Harry F. Shaw was emcee for his 21st year at the annual New Haven Police Field Day. . . . Congratulations go to publicity director Lou Brown and Mrs. Brown on their wedding anniversary. . . . Houses to get stereophonic sound include the Poli and Majestic, Bridgeport; Poli and College, New Haven; Poli, Waterbury; Poli, Hartford; Poli, Norwich, and Poli, Springfield, Mass., and Worcester, Mass. . . . George Freeman, Poli, Springfield, Mass., returned from vacation. . . . Bob Carney, Poli, Waterbury, worked on a "Tom and Jerry Birthday Party" for kiddies.

Connecticut Hartford

Ray McNamara, Allyn, set up a Philadelphia-to-Hartford phone interview with Ann Robinson, stor of Paramount's "The War of the Worlds," for Allen M. Widem, The Times.

Bill Daugherty, manager, Lockwood-Gordon's Webb Playhouse, Wethersfield, when he hears of a new family settling down in that Hartford suburb, promptly mails a pair of guest tickets along with a note of welcome to the incoming couple.

John McGrail, U-I regional exploitation representative, back from a vacation, came through on "Thunder Bay."

The Elmwood Theatre Corporation mortgaged a business block at New Britain Avenue and South Quaker Lane, West Hartford, for \$160,000, according to a deed filed in the Town Clerk's office. Holder of the mortgage is Peter Perakos, Sr., head, Perakos Theatre Associates.

M. J. Daly, Blue Hills Drive-In Theatre Corporation, is back from Cape Cod,



Mass. . . . Ted Harris, State, and Mrs. Harris returned from a motor vacation trip. . . . The Peter LeRoys, Blue Hills Drive-In Theatre Corporation, are marking their 33rd wedding anniversary.

Mrs. Herman Miller, daughter of Peter Perakos, Sr., Perakos Theatre Associates, leaves for a two-year stay with her husband in Formosa in October. Her husband, a career officer in the navy, is a commander. She is the former Artemis Perakos.

W. E. Gilson, Altec Service, was on vacation. . . . Morris Keppner and Louis Lipman started construction of a 700-car capacity drive-in at Mansfield, 26 miles east of Hartford.

Sal Adorno, Jr., assistant general manager, M and D Theatres, had two Middletown veterans of Stalag 17 on stage for an opening night stunt on "Stalag 17." . . . Arthur Lockwood, head, Lockwood-Gordon Circuit, came back from a vacation tour of the country.

Harry Feinstein, zone manager, Stanley-Warner Theatres, announced the appointment of James F. McCarthy, manager, Strand, since 1933, as Connecticut district manager, succeeding the late John Hesse. McCarthy, with Warner Theatres interests since 1931, when he joined the circuit at Philadelphia, will supervise S-W theatres in Manchester, New Britain, Willimantic, Norwich, New London, Torrington, Bristol, and Danbury, working directly under supervision of Feinstein and the latter's assistant, James M. Totman.

Massachusetts

Pittsfield

Wayne D. Borden, former assistant to John H. Havens, State, is now going



At the recent farewell party in Boston for Frank Wolf, executive assistant to E. M. Loew, president, E. M. Loew Theatres, Ray Canavan, former district manager, was announced as Wolf's successor. Seen above, left to right, are Canavan, secretary Mrs. Rita Johnson, and Wolf, who resigned to move to the west coast.

through basic training with the marines at Parris Island, S. C.

Springfield

Delia Miller, for the past 26 years secretary to Samuel Goldstein, president, Western Massachusetts Theatres, Inc., resigned. . . . The Poli was granted a permit by the building department to extend its stage and alter exits at an estimated cost of \$2,150.

New Hampshire

Littleton

The Jax, Jr., held two performances of a special show. Proceeds went to the Littleton Hospital Fund.

Manchester

Olive Recave, assistant to Jack Sanson, Manchester city manager, Stanley Warner Theatres, resigned, with

They're Helping, Too—

(Additional pledge cards to aid the "Jimmy Fund" drive in New England have been received from the following.—Editor.)

DRIVE-INS

Maine

- Brunswick, Bowdoin, A. Grague.
Manchester, Augusta, W. Brooks.
North Windham, North Windham.
Rockland, Rockland, Graphic Circuit.

New Hampshire

- Claremont, Claremont.
Oxford, Starlite.

Vermont

- St. Johnsbury, Blue Moon, Avon Atkins.

Massachusetts

- Gardner, Mohawk, R. Zerinsky.
Mansfield, Mansfield, Frank R. Calvin.
Palmer, Metropolitan Airport, Lawrence Miceli.
Pittsfield, Berkshire, Robert J. Sharby.
Rhode Island
Providence, Providence, L. Oddi.

CONVENTIONAL

Massachusetts

- Dorchester, Adams, Albert B. Lourie.
Cambridge, Inman Square.
Chelsea, Strand, Robert Wolfson.
Chester, Rendezvous, George Phelyn.
Chicopee, Victoria, E. Mulneckowski.
East Waypole, Park, R. H. Smith.
Fitchburg, Universal, Lillian Couture.
Greenfield, Garden, John Lowe.
Indian Orchard, Grand, Henry Kamuda.
Lawrence, Central, Jean Ippolito.
Lee, Lee, Elizabeth Formento.
Leominster, Metropolitan, S. D. Latchis.
Melrose, Melrose, Nat Hochberg.
Monson, Monson, F. Peter Shwak.
New Bedford, Baylies Square, A. Mareaux.
Saugus, Playland, Joe Sander.
Stoneham, Stoneham, Nat Hochberg.
Turner's Falls, Shea's, Vincent A. Choate.
Watertown, Coolidge, Nat Hochberg.
Williamstown, Walden, C. A. King.
Winchendon, Capitol, S. Feldman.
Rhode Island
Providence, Avon, Lockwood and Gordon; Capitol, L. McGillivray; Castle and Hope, Lockwood and Gordon; Liberty, E. Bomes; Loew's State, Loew's, Inc.
Valley Falls, Lincoln, C. J. Currie.

William McGrath, formerly of Larchmont, N. Y., replacing.

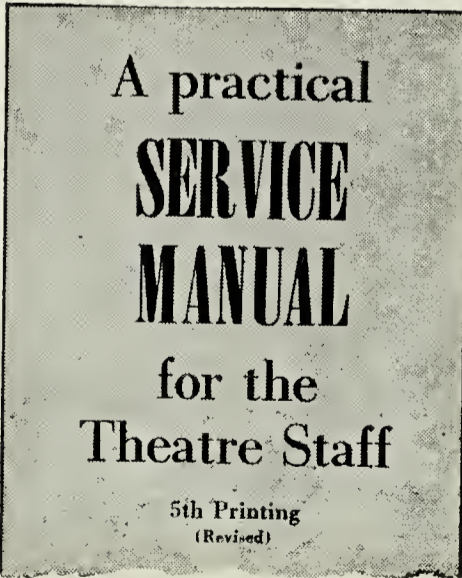
Salem

A man arrested at Rockingham Park race track was charged with armed robbery of the Brooklyn, N. Y., Paramount; the Valencia, Queens, L. I., and twice at the RKO, 86th and Lexington Avenue, New York City. He was questioned by New York City police authorities, and held in \$40,000 bail. He is also awaiting hearing on a charge of robbery in the \$1,960 holdup of a Lawrence, Mass., theatre. He is further said to be out on bail on a charge of robbing the Florida, Miami, Fla.

Having trouble with NEW Employees?

HERE IS THE QUICKEST AND EASIEST WAY TO TRAIN THEM IN MODERN THEATRE METHODS

- Of inestimable value in "breaking" a new staff of Ushers; a new Cashier, or a new Door Man.
● This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.
● It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.



Price: 5c each

ASK FOR A SAMPLE SHEET!

EXHIBITOR BOOK SHOP

246-48 N. Clarion Street, Philadelphia 7, Pa.

SOLD ONLY TO SUBSCRIBING THEATRES!

NEWS OF THE Territory

New York City Crosstown

Ernest Emerling, advertising and publicity director, Loew's Theatres, was in Hollywood to attend the MGM sales conference.

The proceeds from the benefit premiere performance of "Below the Sahara" at the Plaza were turned over to the American Museum of Natural History.

Berk and Krungold, real estate brokers, announced the sale of a long term lease covering the Bryant to the Brandt interests. The new acquisition increases the Brandt holdings to 10 theatres on 42nd Street. The lessee, Bryant Theatrical Corporation, headed by Bernard Brandt, was represented by Barnett Dornbush, of Weisman, Celler, Allan, Spett, and Sheinberg. The Excelsior Amusement Corporation, which disposed of its lease, is headed by Jean Goldwurn, and was represented by attorneys Bilgrey and Levinson. The Brandts plan an immediate, complete rehabilitation of the Bryant.

Clark Ramsay, executive assistant to David A. Lipton, U-I vice-president in charge of advertising and publicity, arrived for a series of meetings with home office advertising and publicity executives on "The All-American" and "Walking My Baby Back Home."

As an accommodation to those senior and junior high school students who were unable to participate in the Lowell Thomas essay contest during the summer season, the Board of Education, City of New York, and the management of Cinerama agreed to extend the contest until Oct. 15 instead of concluding it on Sept. 1 as originally planned.

Approximately 200 radio, TV, and motion picture industryites are expected to turn out for the entertainment industry golf tournament at the Westchester



William Brandt, New York exhibitor, addresses the recent IFE luncheon for exhibitors and the trade press in New York, and also seen are E. R. Zorngiotti, left, and Bernard Jacon, right, IFE executives.

Golf and Country Club on Sept. 29. The event was officially sanctioned after a visit of the project's committee to Rye. Numerous prizes have been listed for the various events.

A sign reading, "Thank you, Mr. Eisenhower, your 20 per cent tax closed this theatre," was prominently displayed outside the Inwood, Forest Hills, Queens. Arthur R. Sharby, owner, said he hoped the sign would show the public the unfairness of President Eisenhower's decision not to lift the 20 per cent federal tax on admissions to theatres. Sharby, who operated two other houses in Queens, one at Howard Beach and the other in Far Rockaway, said he fears that he will also have to close the one at Howard Beach.

New Jersey Newark

Stanley Warner's fall business drive was discussed at a meeting of the circuit's local zone, with S. H. Fabian, president, and Samuel Rosen, executive vice-president, making the principal speeches. Frank Damis, zone manager, was chairman, and details of the campaign and incentive prize plan were outlined by Edgar Goth, zone advertising and publicity manager. Other speakers were Bob Deitch, zone exploitation manager; John McKenna, film buyer, and Tony Williams, Harold Weidenhorn, and



Deborah Kerr, starring in Columbia's "From Here to Eternity," recently bought the first ticket distributed in New York by the American Legion for the 1953 "Show of Stars" from County Commander Julius D'Amato.

Jack Springer, district managers. Speakers from the home office included Harry Goldberg, circuit advertising head, and Nat Fellman, film buyer.

New York State Albany

Dean Martin and Jerry Lewis, Fabian's Palace, sold 13,000 admissions for five shows. All records for a single day's business with a stage attraction were shattered. An impressive feature of the five-figure gross was that Martin and Lewis registered it eight months after they had established a record at the R.P.I. Field House, Troy, with 6,200 payees on a one-nighter at \$4.80. The Palace sold 3,000 children's tickets, 60 cents until noon and 74 cents from noon to closing. Tap for grownups was \$1 to noon, 50 cents more after noon.

Camp Thacher, sponsored at Thompson's Lake, in the Helderbergs, since 1941 by the Variety Club and the Albany Boys' Club, closed another successful season in its program to provide two-week vacations for needy youngsters. Signaling the finale, a "Camper of the Year" award of \$10 was made to Vincent Luby, 15. The Times-Union, which cooperates with Tent 9 and ABC in publicizing the mountain camp and the annual "Denial Week" promotion to finance it, ran a picture showing Peter Christopher, Boys' Club program direc-



Shown are some of the highlights of the recent campaign on "I, The Jury," UA screen adaptation of the Mickey Spillane best-seller, at the Criterion, New York, including, left, the dramatic front and lobby displays for the film; center, Charles B. Moss, Criterion executive director, with Tani and

Dran Seitz, featured in the film, and finalists in a twin contest which helped boost the opening, and right, free ice cream attracting additional crowds to the theatre in a UA tieup with the Duval French Ice Cream Company, an excellent idea during the hot weather.



This magician, who recently performed nightly on the boardwalk near Walter Reade's Paramount, Asbury Park, N. J., was a bally by manager Ted Davidson for Paramount's "Houdini."

tor, presenting a check to Vincent Hackett, Junior High School student. To achieve today's modern camp, \$100,000 was expended by the Variety Club, with the assistance of contributions from the public. "We are glad we undertook the worthy work. We appreciate the public's assistance and interest. We thank Variety members," said Heart Fund Chairman Charles A. Smakwitz, one of Camp Thacher's staunchest supporters.

Use of spot announcements over WRGB-TV, Schenectady, is credited with playing an important part in the firm openings and subsequent steady patronage for several current pictures.

Stanley Warner managers returned to the Albany district with plans for putting into effect ideas suggested at the annual New Haven zone meeting, held in the Cheshire Inn, Cheshire, Conn. Speakers included: S. H. Fabian, president; Samuel Rosen, vice-president; Harry Goldberg, director of advertising and exploitation; Harry Feinstein, New Haven zone manager; James Tottman, Feinstein's assistant; Charles A. Smakwitz, Albany zone manager, and Joseph Minsky, chief buyer-booker in New Haven. Strong faith in the future of the industry, a theme on which Messrs. Fabian and Rosen have talked eloquently in the past, was a note they sounded. Smakwitz headed the delegation from this area driving to the New England confab. With him were A. O. LaFlamme, Oscar J. Perrin, John Brousseau, Sid Summers, Joseph Stowell, Andrew Roy, and Alfred Swett.

Buffalo

Charlie Baron, formerly field representative for Columbia, joined United Artists. . . . Robert T. Murphy, general manager, Century, was vacationing at Blue Mountain Lake. . . . WBUF-TV has become Buffalo's second operating television station. Gary L. Cohen, former operator, Van Beuran Drive-In and Allendale, is executive vice-president.

Jack Gaiser, booker, Paramount, has been transferred to the Atlanta branch. A going away party was held at the home of Gertrude Christ on the Lake Shore by the staff. . . . Susan Mulligan,



Monty Salmon, managing director, Rivoli, New York City, is seen recently chatting with Richard Todd, star, Walt Disney's RKO release, "The Sword And The Rose," at a luncheon.

booker-stenographer, Paramount, vacationed at her home in Crescent Beach, where she entertained the staff at a weiner roast. . . . Eddie Balsler, shipper, Paramount, vacationed in Ann Arbor, Mich. . . . Julia Paepke, cashier, Columbia, was spending her vacation in Toronto. . . . Harry Weiner, district manager, Columbia, visited the branch.

Audrey Wagner, cashier, AA, flew to New York City for part of her vacation. . . . Andy Horn, Horn Trucking, was hospitalized.

Warren Gibson, shipper, U-I, was promoted to the booking department, replacing Dick Carroll, who resigned for a permanent stay in California. . . . Seen up in the northern regions of Canada for a fast weekend fishing trip was Jerry Spandau, U-I Buffalo salesman.

U-I's attractive switchboard operator, Rose Costa, is now contemplating an autumn journey to the altar. . . . Jerome Fuller opened the Spa Drive-In, near Saratoga. He was associated with the Dix, Glen Falls. . . . Dipson's Palace, Jamestown, installed a wide-screen. . . . Eddie Meade, Shea's advertising publicity director, prepared a 40 x 60 display on Shea's Buffalo wide-screen, explaining its many features to the patrons.

Walter Dion and Russell Cook are the projectionists working on the Todd-AO process tests in the Regent. . . . The



Gus Nestle, manager, SW Wintergarden, Jamestown, is seen with a 15 pound, 39 1/2 inch Tiger Muskie he recently caught while vacationing at Lake Chautauqua.



Seen at the recent "tea and crumpets" premiere of Warners' "The Beggar's Opera" at the Baronet, New York, are Lord Henry Hobson, British consul general, and hostesses.

Glen, Williamsville, operated by Menno Dykstra, reopened.

Bill Graham, office manager, 20th-Fox, vacationed on the golf links at the Brookfield Country Club. . . . Evelyn Garnham, inspectress, 20th-Fox, was vacationing. . . . Mary Gialella, head inspectress, 20th-Fox, was vacationing with honeymooners Mr. and Mrs. Edward Schneider at Alexandria Bay. Mrs. Schneider is the former Emma Clarke, her sister.

James Ryan, Ryan's Ithaca, was in visiting. . . . Charles Baron, United Artists exploitation representative, was working with Eddie Meade, Shea's advertising publicity director, on "Return To Paradise." While here, he escorted Biff Elliot, star of "I, The Jury," on a tour of newspaper offices, radio, and TV stations. Elliot also appeared at a local department store autographing.

Upon his return from the west coast studios, Jack Mundstuk, MGM branch manager, planned for special showings in Shea's Buffalo. . . . Lou Jaffe, Shea's Bellevue manager, says his theatre is now equipped with a new wide-screen. . . . Dick Kemper, Erlanger, is up to his neck in mail orders for "South Pacific." . . . Families in Buffalo and Erie County were notified of Carl Rindcen's playdate on "Mr. Scoutmaster" at Shea's Buffalo by the Boy Scouts of America through the use of direct mail.

(Continued on page NT-4)



Keith Larsen, right, recently visited the New York home office of Allied Artists, and had a chat with AA vice-president Edward Morey.

EYEING THE Exchanges

NEW YORK—U-Iers were saddened to hear of the death of former booker Harold "Galagher" Goldstein, who started with the company over 20 years ago as an office boy, worked himself up to booker, and, in 1946, left to act as head booker at Favorite's Los Angeles exchange, where he remained until the time of his death. Noteworthy was the Silver Star citation he won in the North African campaign during World War II. Goldstein, 41, is survived by a wife, two children, and an uncle, U-I's New Jersey salesman, Phil Wennick.

MGM—Biller Lucy Aviles welcomed home brother Pedro, a prisoner in the Korean war and one of the first returnees. . . . Shipping sheet clerk Zena Siegel recovered from illness. . . . New contract clerk Joan Bynum hails from Mexico. . . . Boxoffice clerk Sam Cangiario was back talking of deep sea fishing. . . . Birthday greetings went to Norman George Smith. . . . Print booker Herman Garris weekendened at Atlantic City. . . . Sue Armand, secretary to the branch manager, out of the hospital, was recovering at home. . . . Exchange publicist Elliot Foreman was back taking care of his chores on crutches after his auto accident. . . . New Jersey booker Moe Rose met his wife, Jill, and daughter, Marthe, after they flew back from their summer in Florida. . . . Head shipper Gerard Lee was ailing. . . . A wall in the booking department was taken down to make room for the contract department, which will move into new space.

U-I—Bookkeeping machine operator Alice Messik is recovering from her operation. . . . New additions include Florence Bartow, typist, and Abe Goldstein, general clerk. . . . Promotions saw Florence Pollack moved to the biller spot while Dorothy Ezeroff took over as bookkeeping machine operator. . . . Frances Gach, contract clerk, returned from her vacation.



Among those on hand recently when ground was broken for television station WRTV on Channel 58, at Eatontown, N. J., were F. Bliss Price, flanked, from left to right by Jackie Cooper; Paul Petersen, assistant general manager, Walter Reade Theatres; Hervey Keator, manager, Eatontown Drive-In, where the station's studio and tower will be situated; Walter Reade, Jr., president, theatre organization and Atlantic Video Corporation; songstress Hildegard, and Ira Wolcott, sheriff, Eatontown Township.

WARNERS—Anne Mancuso, inspectress, will be going to Pallenville for vacation. . . . Inspectress Betty Shea spent a weekend in Boston. . . . Inspectress Mae Tallman and husband celebrated 16 years of wedded life. . . . Gladys Larson, secretary to the office manager, was back from her annual. . . . The contract department's Ruth Sweeny is in the hospital recovering from illness.

PARAMOUNT—Assistant booker Joe Murphy left to begin work on his masters' in business administration at NYU. . . . Carol Hoagland, secretary to the branch manager, was enjoying a respite. . . . Max Scriber, cashier; Nicholas Vacca, accounting clerk; Bernard Rubinstein, night inspector, and Irene Dretstein, inspectress, were all on vacation.

20TH-FOX—Secretary Bess Goldstein Allen became a great aunt when her nephew, Jerry, a former film room employee, had a son, Tad. . . . New salesman Martin Sweeny is on the staff. . . . Secretary Ann Jones spent her vacation



Jean Peters, starring in 20th-Fox's forthcoming CinemaScope-Technicolor production, "We Believe In Love," demonstrated the new and controversial Dior hemline on her recent arrival in New York from Italy.



Aides clad in full dress recently pushed this coffin around the boardwalk and business areas in Asbury Park, N. J., as bally for Paramount's "Houdini." The stunt was set up by Ted Davidson, manager, Walter Reade's Paramount.

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM

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If you don't know where you can see this film, telephone the American Cancer Society office nearest you, or address your letter to "Cancer" in care of your local Post Office. An A.C.S. educational program may save the lives of many of your neighbors, fellow-workers or friends.

**American
Cancer
Society**



Leaving New York for a photography-big game hunting expedition in Kenya, Africa, recently were, left to right, naturalist Ed N. Harrison; oil industry executive Earl Gilmore, and "Bill" Pemberton, amateur naturalist-photographer. Harrison and Frances Roberts filmed most of the material which producer-director Henry S. Kesler used in making "Song Of The Land," forthcoming full-length color documentary, which UA will release.

at the Berkshires. ... New York booker Lou Kutter spent his at Liberty.

FAVORITE—Booker Gloria Korn spent a week at South Fallsberg. ... Salesman, Irving Wernick is recuperating nicely. ... Jean Harris, secretary to the general manager, received birthday wishes. ... Salesman Bert Freese was off on a states tour. ... Bookkeeper Selma Okin was back from Connecticut.

REPUBLIC—The office gave switchboard operator Sylvia Hiller a farewell luncheon when she left after six years to await her January date with the stork. ... Home office auditor Joe Scully is at the exchange. ... Upstate booker Ann Plisco Rosenbaum was away on her annual. ... Biller Maria Arroyo was on the sick list.

COLUMBIA—Typist Frances Taylor and her dance group entertained soldiers at Fort Kilmer, N. J. ... Matia Lynch, secretary to the head booker, was entertaining her sister from Pittsburgh. ... With her army husband home on leave, IBM operator Lorraine Staton will spend her vacation with him at Pleasantville, N. J. ... Inspector Eddie Gentner was vacationing at Harmon. ... Cashier Cliff Pierce spent Labor Day at Atlantic City. ... New inspector Daniel Hinely was formerly a projectionist for an independent theatre.

ALLIED ARTISTS—Head booker Etta V. Segal had a new hairdo. She also welcomed her daughter, Carol, home after a summer at Lake Spofford. ... Branch head Nat Furst was at a Chicago managers convention. ... Former secretary Ethel Israel, now with UA home office's foreign department, celebrated a birthday.

RKO—Clerk Sandy Freilich resigned. ... Len Gruenberg, district manager, was on a fishing trip in Canada. ... Mary Lou Nussen and Carmine Martinelli are additions to the staff. ... Steve Stelli was promoted to file clerk.

... Boxoffice clerk Phil Heydeck vacationed at Wayne, Pa. ... A quintet of birthday congrats go to inspectress Anna Reimer, biller Sylvia Reiss, night film man Max Kostenbaum, Ann Levy, secretary to the district manager, and typist Joan Kucera.

UNITED ARTISTS—The new office assistant, Dave Nathan, formerly worked in Columbia's home office. ... Clerk June Hill is having a seashore vacation. ... Statistician Rosalind Filler welcomed her son back from summer camp. ... Booker's secretary Elizabeth Miranda went on a tour of New England.

BONDED—The two new inspectresses are Irene Thiers and Clara Partner. ... Moe Wallace and Ben Guisler and Nolan Lawrence have also been added to the shipping staff. ... Night examiner Tony Tomacci was back from his respite. ... Paul Bohr, night examiner, will be back after an extended illness. ... Milt Van Praag, 3-D department, became an uncle for the eighth time.

RAMBLIN' 'ROUND — Dave Burkan, branch manager, Realart, vacationed. ... Realart bookkeeper Frances Kingsley was back from Florida. ... Realart Minneapolis franchise owner Don Schwartz was in. ... The big subject during the past week, and for the week before that, was the hot weather, but, as always, the local film fraternity carried on, aided, in some instances, by air-conditioning equipment which worked for the most part.

—J. A. D.

Buffalo

(Continued from page NT-2)

Eddie Miller, Paramount manager, played host to approximately 300 boys and girls for "The War Of The Worlds" in cooperation with the PALS of the Buffalo Police Department.

—NEDRA GRAY

Rochester

Max Vinson, Schine's Liberty, tied in with a shoe store which held its "golden jubilee" and wound up a 10-day celebration with a free show for the kids at the theatre. The sponsor advertised in small neighboring towns as well as locally that the free 15-cartoon show would be held at the Liberty on a Saturday morning. Tickets were distributed at the store.

Syracuse

Funeral services were held for Mrs. Anna S. Putziger, mother-in-law of Herman M. Levy, general counsel, Theatre Owners of America, who died in Levy's home at Hamden, Conn.

Watertown

Public piquancy aroused by the name "Kinsey" was attracted to the in-person appearance of C. John Kinsey in "The Shocking Truth" at the Black River Drive-In. The show was billed "For Adults Only." The feature was "Ruby Gentry."



Tent 11, Variety Club, Washington, D. C., recently dedicated a plaque at Emergency Hospital in memory of eight deceased members: J. C. Brown, William F. Crockett, Stephen T. Early, F. B. Klein, Paul Linson, Julius Lulley, Hardie Meakin, and Reverend John Palmer. Seen at the dedication are, left to right, Dr. Edward A. Cafritz, VC welfare committee; Morton Gerber, chairman, VC welfare committee; Mrs. Paul Linson, widow of a member; F. Moran McConithe, president, Emergency Hospital, and Dr. Warwick Brown, administrator, Emergency Hospital.

NEWS OF THE

Territory

Philadelphia Crosstown

In a recent bulletin, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., clarified the new state sales tax. All theatres receiving the Application for Certificate of Registration (RSU-1) should answer the questions and return the form; theatre tickets are not subject to the tax; film rental is not subject to the tax; on trailers, if rented, there is no tax; if purchased, there is a tax; on advertising paper, if rented, there is no tax; if bought outright, there is a tax. Since the tax starts at 11 cents, theatres which sell 3-D glasses as a separate item not included in the total admission price to the theatre must charge the sales tax if the glasses are sold for more than 10 cents. The same thing applies to theatres making service charges on giveaways. As to concession sales, if the exhibitor handles the concession himself, he is responsible for the tax. It is important, therefore, that exhibitors handling their own concessions should get a copy of the official regulations listing items which are subject to tax and those which are exempt.

Sidney E. Samuelson, president and general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., announced that it might be well worth while for exhibitors to plan to attend the annual Allied National convention in Boston at the Sheraton Plaza Hotel on Oct. 5-6-7.

Alexander Spencer, well known stagehand and last at the SW Stanton as electrician, died. He is survived by his wife, his father, and a brother. Funeral

Joe Leon Leaves U-I Philly Post

PHILADELPHIA — U-I branch head Joe Leon leaves his post on Sept. 26 after 22 years with the company to join his brother in the real estate business. He will be associated with Marvin G. Leon in an executive capacity.

Leon, in the business for nearly three decades, has a host of friends who wish him well in his new endeavor.

A successor will be announced later.

services were held from Oliver H. Bair's, with burial in National Cemetery, Beverly, N. J.

The Southern was sold at auction to a wholesale drug distributor for \$24,000.

Everett Callow's Stanley Warner publicity department went all out on the campaign on "From Here To Eternity." Assigning Irving Blumberg to work with Sid Zims, Columbia exploitation department; Morty Levine, Stanley manager, and Milt Young, Columbia exploiter, who returned from his vacation to join the activities, the boys worked out some sure-fire stunts. Taking advantage of the fact that Frank Sinatra was playing an engagement at the "500 Club," Atlantic City, he was induced to come to Philadelphia for a two-hour stint. Developing into a high-powered stunt that involved the cooperation of Sy Paul, manager, Philadelphia office,

Capitol Records, distributing Sinatra's new hit record, "From Here To Eternity," and most of the Philadelphia disc jockeys, the promotion finally evolved as follows: Some of the town's leading disc jockeys conducted contests to select four of their guests who wrote in stating "why they would like to meet Frank Sinatra," and then see "From Here To Eternity." Sinatra was driven to Philadelphia, accompanied by Al Hylander, head, Columbia's exploitation department. A convoy of 15 new cars, loaned by the Philadelphia Packard Agencies, met Sinatra as he came off the Delaware Bridge. Each of the cars were bannered with the name of the disc jockey as welcoming Sinatra to Philadelphia, and seated in the cars were the disc jockeys and their guests. Also in the caravan were officers of the Philadelphia Frank Sinatra Fan Club, and executives of Capitol Records. The caravan was taken to the Ritz Carlton Roof for a Coke party, where Sinatra met all the members of the party, made tape recordings, and had interviews. The stunt at the Ritz took two hours, with the television newsreels covering. After Sinatra left, the entire group was taken to a Vine Street screening room where "From Here To Eternity" was screened privately. Levine made a deal with Nat Lorman, New York, for two breaks on WPTZ, during the local break in the Dave Garraway show.

On Oct. 5, "This Is Cinerama" will have its Pennsylvania premiere at the Boyd. Thus Philadelphia will become the fifth city in the United States to have a Cinerama playhouse.

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Upstate Drive-In Files Court Action

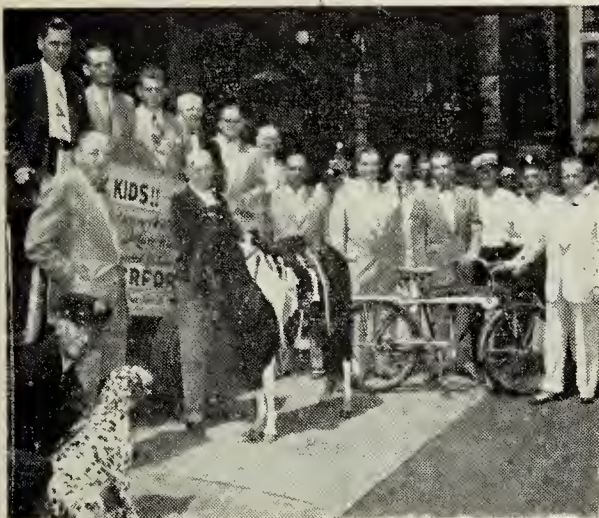
PHILADELPHIA—Suit was instituted in the District Court for the Eastern District of Pennsylvania by James M. Castrignano and Rocco Castrignano, Midway Drive-In, on Route 315, four miles south of Wilkes-Barre, Pa., against the major distributors and Comerford Theatres, Inc., alleging that the defendants had combined in a conspiracy in restraint of trade to favor theatres owned and operated by Comerford and to deprive the plaintiffs of the opportunity of licensing product for their drive-in on a reasonable run.

The plaintiffs allege that since they opened their drive-in on June 9, 1953, they have made repeated oral and written requests upon the defendant-distributors to give the Midway Drive-In a reasonable run and the opportunity to bid competitively for product against the Parsons, Parsons, Pa., but the defendants have refused to accede to the plaintiffs requests. The plaintiffs claim that they are playing product of most of the defendant-distributors on a late and indefinite availability, but that

Sidney Lusts' new Hillside Drive-In opened. It is equipped 100 per cent with RCA sound and projection by Elmer H. Brient and Sons, Inc. The Film Center Screening Room, 932 New Jersey Avenue, N.W., was also equipped for 3-D by Elmer H. Brient and Sons.

The U. S. Supreme Court tentatively set Oct. 16 for argument in the Crest, Baltimore, Md., case, involving the right of distributors to refuse first-run showings to neighborhood theatres.

United Artists held a trade screening of "Melba" at the MPAA. Among the many exhibitors who attended were Mr. and Mrs. Gus Lynch, Schine Circuit; Mr. and Mrs. Jack Fruchtman, Lexington Park, Md.; Sam and Harry Roth, Roth Circuit, and Mr. and Mrs. Clark Davis, District Theatres.



The Shetland pony, principal figure in the Comerford Theatres summer contest for kiddies, was greeted by the Scranton, Pa., Fire Department mascot, "Hindu," recently. Twenty of the area's theatres participated in the contest with a bicycle awarded at each theatre. William A. Lonsdorf, director of Public Safety, is at left. In rear are managers of Comerford houses.

the combination 3-D and 2-D surfacing, and the results saw a 3-D picture with no fading or falling off of light on the sides and practical elimination of cracks between the transite panels. Special material was used and applied with heavy spraying equipment after the filling of cracks between the Transite paneling. Then from three to five coats of special mix aluminum paint were used to get the desired results. Many exhibitors in the territory came to Washington to see the Branch job, and orders were placed with the Brient firm for screen surfacing in Virginia, Maryland, Pennsylvania, and Tennessee. Although the process requires a crew of four men with special equipment, and takes two to four days to apply, the cost is said to be less per foot than a plain silver screen for an indoor house. In addition to doing the 3-D screen surfacing, Elmer H. Brient and Sons made the entire equipment installation of RCA sound and projection.

The Nelson, Lovington, Va., ran its first 3-D attraction on RCA equipment. D. H. Covington's new Ashland, Ashland, Va., has also been 3-D equipped by the Washington RCA dealers.



Lovely Elaine Stewart, starring in MGM's "Take the High Ground," recently visited MGM's Washington exchange, and posed with the staff and others. Seen, left to right, are Charles Bell, home office auditor; Paul Wall, Washington sales manager; George Walker, Garman Circuit; Miss Stewart; Eddie Martin, Exhibitors' Service; Eddie Kushner, head booker; Dorothy Evans, biller; Lucille Ryan, booker's secretary; Herbert Bennin, branch manager; Joseph Kronman, office manager; Bernadine Parnell, contract department; Rose Frank, booker's secretary; Edith Hislop, branch manager's office; Jeanette Adams, office manager's secretary; Dolores Haddock, cashier department; Dorothy Small, contract department head, and Kitty Thorn and Ida Barezofsky, booking department.

since on or about July 1, 1953, Loew's, Inc., and since on or about Aug. 12, 1953, 20th-Fox licensed pictures to the Midway on a run of 14 days after Pittston. The complaint further alleges that "the only other distributor-defendant which has given the Midway Drive-In the opportunity to license pictures on a fixed, although late, availability is Paramount."

Plaintiffs seek equitable relief of an injunctive remedy compelling the distributors to license the Midway on an availability that is fixed and is no later than 21 days after first-run Wilkes-Barre or give the Midway the opportunity to bid competitively against the Parsons. No damages are sought.

Norman Shigon is attorney for the plaintiffs. The defendants named are Paramount Pictures, Inc., Paramount Film Distributing Corporation, Universal Film Exchanges, Inc., Twentieth Century-Fox Corporation, RKO Radio Pictures, Inc., United Artists Corporation, Warner Brothers Pictures, Inc., Warner Brothers Pictures Distributing Corporation, Comerford Theatres, Inc., Paramount Pictures, Inc., and Warner Brothers Pictures, Inc., were not served with process because they are not doing business in the Eastern District of Pennsylvania.

The ABC Drive-In held its invitation opening. The ABC is located on 7100 Indianhead Road, near the District Line. . . . Harry Pickett, Craver Circuit, flew in from Charlotte to book and buy. . . . Mr. and Mrs. Benjamin Hart, Chester-



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feld, Sept. 1; Robert Grace, Lewis Jacobs, Bernard Dougherty, and Phillip Bress, (2); Edward Engelman and Wilson Gill, (5); Fred Fiske, Harry Weissinger and Morgan Beatty, (6); Lawrence Frommer, (8); Lou Berlin, (9), and Frank M. Boucher, Alan McCarroll, and Robert Denton, (10). . . . The Variety Club rooms are now in the process of redecoration. The club rooms will have new chairs, a library section with lamps, chairs and tables, a new bulletin board in the entrance, a new parquet dance floor, and complete paint job, etc.

—FREDDIE S.

Delaware Wilmington

The Journal-Every Evening relaxed its anti-publicity rule to give a story to Lewis S. Black, manager, SW Warner, on the installation of the Wilmington area's first wide-screen. . . . Floyd Arms, Rialto aide, resigned. . . . Nicholas Martinez joined the Rialto. . . . Earle G. Finney, manager, SW Ritz, post-carded from the Hotel Betterton, Betterton, Md. . . . Bill Doerflinger, manager, DuPont Playhouse, returned from his Bermuda vacation. . . . Mrs. Philip Cudone, sister-in-law of Dan Cudone, manager, Edge Moor, competed in the women's national amateur golf tournament at Providence, R. I.

—H. L. S.

Maryland Baltimore

Philip J. O'Brien, legal staff, Motion Picture Association of America, delivered an attack against pre-censorship. Maryland is the only state in the nation which still censors newsreels. In a speech delivered over WITH, O'Brien said, "I think you'll agree that the time is long overdue to return to the people of Maryland the right, yes, and the responsibility, to make the choice of what they may see or hear on their theatre screens." O'Brien pointed out that only seven states still have censorship, and added that "it's about time to bring Maryland law in line with a ruling by the Supreme Court of the United States last year which said that the motion picture, like the press, is included within



This traffic-stopping false front built for the engagement of UA's "Return To Paradise," Midtown, Philadelphia, was the creation of Manny Friedman, manager, and Max Miller, UA field representative. The entire marquee was made in special neon tubing and attracted much favorable comment.

the free speech guaranty of the First and Fourteenth Amendments of the U. S. Constitution." O'Brien pointed out that the Production Code assures everyone of basic standards of morality and decency in motion pictures. He said that official censorship at home does "irreparable damage to America's fight for full freedom and democracy abroad." He emphasized that an end of censorship would not mean complete loss of control.

The word "obscene" has been dropped by the Maryland Board of Motion Picture Censors from its judgement of "The Moon Is Blue," but the board reiterates its statement that the film is "indecent and immoral," and has again rejected it for Maryland showings. The new order is a result of an appeal to the board from its first order. Now Franklin G. Allen, attorney, United Artists, said an appeal from the censor board's latest action would be taken to the Baltimore City Court. Meanwhile, Sydney R. Traub, chairman, censor board, said the board has issued a license for "Love Moods" on the basis of City Court Judge Herman Moser's reversal on the ban of the short film. Traub also said the board had reaffirmed its original order on "The Story of Bob and Sally" allowing the "drama," but rejecting the medical reels.



A radio and cigarette giveaway tiein prior to opening at the Stanley, Baltimore, Md., recently provided free radio plugs on Warners' "The Master Of Ballantrae" on a cigarette-sponsored program, and provided a costumed Cavalier giving sample packages of the product to patrons.

Thomas F. Rosenberger, Belnord manager, and Mrs. Rosenberger have decided to name their newcomer, Thomas, Jr. . . . Caryl Hamburger, Little manager, returned from a New York vacation, and celebrated her birthday. . . . Joseph Grant, Northwood owner, will be host for a screening of "Mogambo."

Herbert Rowson, Town assistant, returned from a vacation spent along Maryland's waterfront. . . . Mrs. Helen Leonard, secretary, Rappaport interests, returned from Boston. . . . Bob Rappaport, Town and Hippodrome, spent the weekend with relatives at Atlantic City.

The new policy at the former Diane, an art house for the Negro trade, is causing comment. Coffee, cigarettes, and cookies are served free at the theatre, which is now known as the Carver Playhouse. The 351-seater was completely redecorated.

Harry Welch, Mayfair publicist, was hospitalized with bursitis. . . . Owen Schnapf, Loew's Century manager, was vacationing in Canada.

—G. B.

Leonardtwn

Francis Delehay returned to the New. . . . T. L. Harrison, Jr., manager, Park and Plaza, Lexington Park, Md., and his family returned from their vacation. . . . Billy Anoson has been made an assistant manager at the Plaza. . . . A new drive-in has been opened on the Marlboro Pike by Sidney Lust.

Pennsylvania Carlisle

The first kiddie matinee of the Strand was such a success that manager Bud Rothermel is contemplating future ones. Rothermel arranged with the largest local dairy to distribute bottle hangers on "Seminole." On "The Juggler," he used a sidewalk teaser that read "He's Coming, Monday."

Hallstead

John Ivanitch has taken over operation of the Capitol.



Wineland Theatres' Anacostia, Washington, D. C., resorted to some "tall showmanship" recently when a cowboy on stilts was used to plug Paramount's "Shane." The tall fellow is seen here getting the attention of a group of youngsters.



This Atlantic service station features a placard in Washington, D. C., advertising the "Thunder Bay" contest being co-sponsored as a result of a recent tieup by the Atlantic Gasoline Company and U-I. Other participants are TWA and Philco.

Hazleton

Phil Duffy, manager, Grand, added the icing to the cake when local boy Jack Palance played in "Second Chance." He gave it his all, and posted the town. Community pride, however, was piqued when residents of nearby Lattimore became slightly irate, and sent a group of militant minded persons to cross off "Hazleton," thus changing all posters to read "Lattimore's own Jack Palance." This provided a great challenge for Duffy, who diplomatically told in press releases that all of Greater Hazleton, of which Lattimore is a part, could rightfully claim Jack Palance.

Honesdale

C. J. Carroll, Freedman, Forest City, Pa., joined the Forest City Commercial Association. Both Carroll and Bill Edsall, Lyric, have the knack of promoting newspaper space frequently and consistently.

Northampton

Bill Sage, for 20 years associated with Jack Greenberg, and managing the Roxy, resigned to accept a position with Hess Brothers. Well known in the field, Sage has a host of friends who wish him well.

Northumberland

Vigilant Stanley Searle, manager, Savoy, finished painting all the back-grounds of his front and lobby show-cases. His "Guess-what's-in-the-box" gimmick has reaped excellent returns.

Reading

The Strand, Kenneth Hinkle, manager, was the scene of the annual screening of stage acts for the Reading Fair entertainment program, between horse races and for night bills.

The Astor, J. Lester Stallman, manager, staged three special shows, its annual custom, to let the audiences select the best 45 out of the 83 girls and women in the Reading Fair's "Miss Reading" beauty contest. The Astor has resumed its Saturday morning children's shows, feature and cartoons, for the new school season.

School boards, borough councils, and other governing bodies in the habit of levying taxes on theatre admission tickets and tickets for other amusements are affected by a new law passed by the legislature. No longer may they slap a permanent tax on anything they see fit to tax, under the state law of 1947, without restrictions. Unless such taxes are reenacted every year, they are voided. Such taxes, hereafter, of all descriptions, are good for only one year. Fines of \$5 to \$25 can be imposed on clerks or secretaries of taxing bodies failing to report such annual levies hereafter to the State Department of Internal Affairs within 15 days of the levy.

Scranton

Mary Rundell, Tioga, Owego, Pa., joined the local county fair by offering passes for awards on "Children's Day."

The Comerford Company's fourth annual clambake was held at Waldorf

Park. The day, filled with baseball, races, quoit pitching, and the showing of films of the previous year's outing, was climaxed by the selection of a "queen" and "king." The "queen" selected was Mrs. William Kays, wife of manager Kays, Capitol, and her prize was a traveling kit. Joe Phillips, advertising department, reigned throughout the day as "king," and won for himself a portable radio. The affair was attended by all Comerford employees, except for a skeleton force to man the theatres, including Frank C. Walker, J. J. O'Leary, attorney Thomas Friday, C. A. Ryan and Bill Manning, and also Ben Blumberg, National Theatre Supply.

The Strand, through manager Tom Jones, extended to all registered Cub Scouts, Boy Scouts, and Explorers an invitation to attend the first showing of "Mr. Scoutmaster."

Virginia Danville

Carl Hubbell, former big leaguer who now heads the New York Giants farm clubs, was guest of honor at a private screening of "The Big Leaguer" at the North. Also in attendance were six members of the Danville Leafs of the Western N. C. League who have both action and speaking parts in the picture.

Richmond

Notes from the home office of Neighborhood Theatres, Inc.: Sam Bendheim, Jr., and family returned from a Virginia Beach vacation. Ditto Morton Thalhimier, Jr. . . . Harold Wood spent part of his vacation on the golf links, especially during the city amateur tourney. He and son Bill played in the father and son match. . . . A. O. Budina made a flying trip to Miami, Fla. . . . Ann Evelyn is back from honeymooning. . . . Mr. and Mrs. Morton G. Thalhimier were on their way back from a very quiet vacation in Europe. . . . Arlie Brooks and Jimmy Washburn were busy on the installation of CinemaScope in the Byrd. . . . Arthur Deekens was recently reelected treasurer, Richmond chapter, National Association of Cost Accountants.

Thomas Bevan, Censor Board projectionist, substituted for "Slim" Deyerle, Henrico, who went fishing. . . . Virginia Madison, Henrico, vacationed. . . . Pete Stainback, manager, Henrico, Highland Springs, took his daughter, Gail, fishing at Bowlers Wharf.

George Stitzer, assistant manager, Byrd, spent part of his vacation down the river. . . . Florence Moss, manager, Regent, Colonial Heights, visited her son and new granddaughter in Louisville. . . . Sam Northington, manager, Century, Petersburg, and his wife went to Florida. . . . Clark Davis, District Theatres, was a visitor. . . . Gordon Culley, assistant manager, State, has been in Lynchburg, substituting for Craig Cousins at the Isis. He was on leave of absence. . . . Bernice Alley and Alma Pettus, State staff, both had birthdays on Aug. 4. . . . George Nathan, National Screen Service, was in. . . . So was Sam Wheeler with his trademark, that big cigar.

TRADE SCREENINGS

PHILADELPHIA

MGM—(Arcadia) Sept. 14, 10 a.m., "Mogambo" (Clark Gable, Ava Gardner, Grace Kelly) (Made in Africa and England) (Technicolor); 15, 10 a.m., "Take The High Ground" (Richard Widmark, Elaine Stewart, Karl Malden) (Anso Color).

. . . Herbert Lane, Colonial, took his wife to New York on his vacation while Arthur Holmes and Bill Walsh took over his duties at the Colonial.

Charlie Hulbert, Colonial manager, spent most of his vacation working on his flower garden. . . . Edith Lindeman, The Times Dispatch movie editor, vacationed. . . . Jake Flax was a visitor. . . . Franklin Frayser, State, vacationed with his son in Boston. . . . Addie Boyd, Colonial, vacationed, with Kitty Thorpe subbing. . . . David Daniel, manager, Odeon Grant, Toronto, and a friend were here during a tour of the various battlefields.

"The Moon Is Blue" has been approved by the Virginia Division of Motion Picture Censorship. The film was screened twice by the censors. Later it was discussed among the members of the board.

Leonard Branscombe has installed a wide-screen in his Hillsville, Hillsville. . . . Cecil Ward, Bassett, was vacationing in California. . . . Mr. and Mrs. Stewart Tucker celebrated their 24th wedding anniversary last month. He is manager, State. . . . D. H. Covington installed 3-D in his Ashland house. . . . Ashton Rudd resigned as manager, Roanoke, Elmer Hein's Roanoke house. . . . Buddy Darlington, State staff, has a new baby brother. . . . Marie Podlewski, Beacon, Hopewell, was a patient at St. Luke's Hospital. . . . Gerald Mundy opened a new drive-in near Clifton Forge.

—S. T.

Roanoke

A thief's efforts at the Star City Drive-In on Route 220 yielded him only an empty money box and a few passes when he broke into the ticket booth by prying open a window.

Variety Club

Tent 13, Philadelphia

Jack Beresin, Variety Clubs International Chief Barker, and his wife plan to sail for Europe on Sept. 17 aboard the S. S. United States. Plans call for a luncheon with the crew of the London Tent on Sept. 23 and a trip to Dublin on Sept. 25, where he will attend the annual dinner of the Dublin tent, and a return to London, where he will attend the annual dinner of the London Tent on Sept. 26. Accompanied by Mr. and Mrs. C. J. Latta, London tent, they will fly to Hamburg, Germany, on Sept. 29, where a luncheon is being arranged for them on Sept. 30. Plans then call for them to visit Switzerland, Rome, and Paris, with Latta accompanying them if at all possible. The Beresins will return to the United States on Oct. 13 aboard the Liberte, arriving in New York City on Oct. 19.

ALLIED ARTISTS

Mexican Manhunt MELODRAMA
(5317) 71M.

ESTIMATE: Meller will fit into the duallers.

CAST: George Brent, Hillary Brooke, Karen Sharpe, Morris Ankrum, Carleton Young, Marvin Press, Douglas Kennedy, Marjorie Lord. Produced by Lindley Parsons; directed by Frank McDonald.

STORY: Mystery writer George Brent goes to Mexico in response to a letter from Morris Ankrum, former Los Angeles newspaperman, who 15 years back vanished while covering a murder case. Ankrum tells Brent he wants to return to the United States to tell what he knows of the case. With him are his daughter, Karen Sharpe, and an old servant, Alberto Morin, and they agree to return with Brent by car using back roads after an attempt to kill Ankrum fails. Three gunmen, Carleton Young, Stuart Randall, and Marvin Press, try to catch up with them. Press is gotten rid of by the other two when he fails in his job, and Morin is also mortally wounded in a gun fight. They get across the border via tricks, and reach the home of Brent's lawyer, Douglas Kennedy, whom Brent establishes as the brains behind the attempt to kill them as well as the murderer in the 15-year-old case. The police arrive in time.

X-RAY: Movement and a fairly interesting story are this film's best assets. The acting is average as are the direction and production. The effort should make an okeh addition to the duallers. The screen play is by George Bricker.

AD LINES: "A Mystery Writer Looks For A Missing Witness South Of The Border, And Winds Up With Murder"; "He Wanted Background For His Mystery Books, And Came Up With Real Murder"; "Action In Old Mexico."

The Rose Bowl Story COMEDY DRAMA
(Cinecolor) 75M.

ESTIMATE: Reissue has plenty of angles.

CAST: Marshall Thompson, Vera Miles, James Dobson, Keith Larsen, Richard Rober, Natalie Wood, Jim Backus, Ann Doran, Clarence Kolb, William Forrest, Paul Bryar, Parc Lauenders, Barbara Woodell, Herb Vigran, Nancy Thorne, Sharon Ann Kelley, Anne Cottingham,

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The original Pink Section evaluation of features, short subjects.

SECTION TWO
Vol. 50 No. 19

SEPTEMBER 9, 1953

IMPORTANT

The reviews which appear in this issue of **THE SERVISECTION** inaugurate the industry's only complete record of 1953-54 features and shorts. This also marks the beginning of the 17th year of **THE SERVISECTION**.

Reviews of the 1953-54 features and shorts which were carried in previous issues of **THE SERVISECTION** have been reprinted in order to maintain a complete list of product for the year in **THE PINK SECTION**, and to make them more accessible to exhibitors for review purposes.

Reviews of the 1952-53 features and shorts reviewed after Aug. 26, 1953, will also be found in this and subsequent issues of **THE PINK SECTION** until all of the 1952-53 season pictures have been reviewed.

Diana Dial, Carolyn Graves, Barbara Fisher. Produced by Richard Heermance; directed by William Beaudine.

STORY: Thanks to the playing of Marshall Thompson, James Dobson, and Keith Larsen, their Big Ten team wins a chance to play in the Rose Bowl in Pasadena, Cal. Coach Richard Rober's wife is ill in a hospital, and Thompson, who plays the game with an eye toward eventual commercial gain, falls in love with Vera Miles, who tells him off when she learns how he feels toward the grid sport. After complications, Thompson finally figures out that romance and love of the game are most important, and makes possible his team winning the game, his sidekick, Larsen, carrying the touchdown ball. Rober's wife recovers, and Thompson goes back east, promising to come back to be married.

X-RAY: When first reviewed in **THE SERVISECTION** of August, 1952, it was said: "This can be sold strongly as a football story, plus dashes of romance, the authentic Rose Bowl parade, and gridiron background scenes." This can stand single billing where the exploitation can be put to work. Otherwise, it should fit nicely into the duallers. The screen play is by Charles Marion.

AD LINES: "The Football Hit Of The Year"; "She Scored A Touchdown And She Wasn't Even In The Game"; "Brought Back For Your Re-Enjoyment."

Topeka (5325) WESTERN
69M.

ESTIMATE: Okeh western.

CAST: Wild Bill Elliott, Phyllis Coates, Rick Vallin, Fuzzy Knight, John James, Denver Pyle, Dick Crockett, Harry Lauter, Dale Van Sickel. Produced by Vincent Fennelly; directed by Thomas Carr.

STORY: After a series of bank robberies, Wild Bill Elliott and his outlaw gang consisting of Rick Vallin, John James, Denver Pyle and Dick Crockett, decide to lay low in a town where Harry Lauter, bar and casino owner, is boss and runs a protection racket. Elliott moves in planning to take over himself, and beats Lauter's men at every turn until he is made sheriff by the town council. After a time, Elliott and Vallin decide to go straight while the others team with Lauter to loot the town one day, blaming Elliott. He and Vallin clear themselves, and defeat the outlaws. The townspeople, especially Fuzzy Knight and his daughter, Phyllis Coates, beg the pair to stay, and announce that they have petitioned for a pardon for them from the governor.

X-RAY: Action and a lively pace as well as some fist fights to be found, the story is okeh as are the performances, direction, and production, and the result is an okeh outdoor show. It was written by Milton M. Raison.

AD LINES: "The Town Needed A Clean-up"; "Action And Adventure Galore"; "Thrill To The Roar Of A Six Gun As Wild Bill Elliott Hits The Trail."

Trail of the Arrow WESTERN
(Monogram) 56M.

ESTIMATE: For the lower half.

CAST: Guy Madison, Andy Devine, Wendy Weldron, Raymond Hatton. Produced by Wesley Barry; directed by Thomas Carr.

STORY: Posing as a friend of Indians, Raymond Hatton, ranch owner, is in reality the head of a gang stirring up trouble and assigning the blame to the Indians. As his henchmen are about their underhand work, they spy two Indians, kill one and wound the other. Guy "Wild Bill Hickok" Madison and his sidekick, Andy Devine, give chase but the killers, disguised as Indians, make a getaway. Madison brings the wounded Indian, the son of the chief, to the nearest ranch for medical treatment. The ranch is Hattons. While they are there, Madison and Devine uncover evidence against Hatton, and the gang is brought to justice. Madison and Devine, called out on another case, hear

that another tribe of Indians is causing trouble. Their investigation shows that gold has been discovered on Indian territory, and that crooks have been responsible for killings that have been made to look like the work of Indians. The crooks hope that the government will force the Indians to leave valuable land because of the trouble. Madison, Devine, and some of the Indian leaders unravel the mystery, and uncover the scheming plans of the crooks.

X-RAY: These two "Wild Bill Hickok" episodes are shallow in story content and lacking in plot entanglements, but there is plenty of action, shooting, and rough stuff to keep western fans satisfied. Madison and Devine provide the names. Melvin Levy and Maurice Tombragel wrote the screen play.

AD LINES: "A Socko Western With Plenty Of Punch"; "New Cowboy Sensation Guy Madison In . . . 'Trail Of The Arrow'"; "Action With Madison, Laughs With Devine."

COLUMBIA

China Venture (609) MELODRAMA 83M.

ESTIMATE: War meller for the duallers.
CAST: Edmond O'Brien, Barry Sullivan, Jocelyn Brando, Leo Gordon, Richard Loo, Dayton Lummis, Leon Askin, Dabbs Greeg, Alvy Moore, Wong Artarne, Philip Ahn, Guy Way. Produced by Anson Bond; directed by Don Siegel.

STORY: In 1945, Japanese admiral Philip Ahn, intelligence head, in a plane accident in southern China, is wounded and in the hands of Chinese guerrillas. A small task force of U.S. marines and navy personnel is sent to get him out for questioning. It is led by Commander Barry Sullivan, an intelligence officer and marine captain Edmond O'Brien, and includes Dr. Dayton Lummis, nurse Jocelyn Brando, and others. After clashes between O'Brien and Sullivan, they reach a trail which informs them that the Japanese are ahead of them. They annihilate the enemy force, and reach the guerrillas. Ahn needs an operation. After the operation, Chinese war lord Leon Askin arrives with a large force, and demands a greater sum for the admiral. Sullivan remains as a hostage while the others start back. When they get a good lead, Jap paratroopers appear and Askin decides to switch sides and sell out Sullivan. The latter kills him, and sacrifices his own life after warning O'Brien by radio.

X-RAY: Action and gunplay are to be found here, and interest is kept pretty much on high. The cast, direction, and production are okeh. This sepia-toned entry should round out the duallers in suitable fashion. The screen play is by George Worthington Yates and Richard Collins, based on a story by Bond.

TIP ON BIDDING: Fair program price.
AD LINES: "An Unknown Incident That Could Have Changed The War's Ending"; "Action And Adventure Galore"; "The Year's Big Thrill."

Conquest Of Cochise (610) MELODRAMA 70M.

(Color by Technicolor)

ESTIMATE: Okeh for the duallers.
CAST: John Hodiak, Robert Stack, Joy Page, Rico Alaniz, Fortunio Bonanova, Edward Colemans, Alex Montoya, Stephen Ritch, Carol Thurston, Rodd Redwing, Robert E. Griffin, Joseph Waring. Produced by Sam Katzman; directed by William Castle.

STORY: After the war between Mexico and the United States, killing continues in the southwest, especially as far as the

Mexican population is concerned, by Apaches led by John "Cochise" Hodiak and Comanches led by Rodd Redwing and Joseph Waring. Major Robert Stack and cavalry are sent to maintain peace. Stack meets Robert Griffin, saloon owner among other things, who keeps things stirred up between the Indians and the Mexicans for profit made by purchasing the land of fleeing Mexicans. Stack makes his headquarters at the home of Ed Colemans, landowner, and shows an interest in his daughter, Joy Page. Hodiak makes peace with Stack, and Colemans' brother-in-law, Rico Alaniz, is prevented by Page from killing the Indian, whom he believes responsible for the death of his wife. The Comanches are still on the war path, and a group attacking the Colemans' home under Joseph Waring are routed by Hodiak and his men, who want to keep the peace. The Comanches and some chiefs in Hodiak's tribe urge a continuation of the war. Hodiak leaves with wife, Carol Thurston, for a conference with Stack. Griffin persuades Alaniz to try to shoot them with an army rifle, but he only kills Thurston, and leaves the gun. Hodiak has Page kidnapped and held hostage to draw Stack into a conference in which he gives him limited time to find the killer. Griffin is killed, and Alaniz confesses to save Page, but the latter is enjoying her stay at the Indian camp, and she and Hodiak fall in love. Hodiak tries to stop the Comanches from war, but is held a captive and almost killed by them until Stack and some of his men arrive to rescue him and hold off the Comanches until the Apaches arrive. When Stack and his men leave, Hodiak sends Page home, convinced that a marriage between them would never work out.

X-RAY: There's plenty of action here not only involving soldiers vs. Indians but also Indians vs. Indians, and the use of Technicolor helps, too. The story is fairly interesting, and the direction, acting, and production are okeh. This should make an okeh entry for the duallers. The screen play is by Arthur Lewis and DeVallon Scott, based on a story by Scott.

TIP ON BIDDING: Program price.
AD LINES: "The Story Of A Great Indian Chief"; "Action In The Colorful Southwest As Indian Fights Indian And The Cavalry Try To Maintain Peace"; "Action . . . Adventure . . . Romance."

Cruisin' Down The River (606) MUSICAL 81M.

(Color by Technicolor)

ESTIMATE: Pleasant musical for the duallers.

CAST: Dick Haymes, Audrey Totter, Billy Daniels, Cecil Kellaway, Connie Russell, Douglas Fowley, Larry Blake, Johnny Downs, Benny Payne, The Bell Sisters, Dick Crockett, Byron Foulger, Erze Ivan. Produced by Jonie Taps; directed by Richard Quine.

STORY: On a riverboat, gambler Dick Haymes wins the vessel from the captain as well as his girl, Connie Russell, and the captain vows to get the boat back. Many years later, Dick Haymes, the gambler's grandson and a nightclub vocalist, inherits the boat as well as a mortgage held by his granddad's enemy, Cecil Kellaway. Haymes visits it along with Douglas Fowley, original first mate of the vessel, and finds it in poor condition. Haymes wants to give it to Kellaway, but the latter drives him off, refusing to listen. Later, his granddaughter, Audrey Totter, a teacher, apologizes, and becomes friendly. They turn the boat into a floating night club, using local talent, and the supplies needed are charged to Kellaway's account by Totter, while the college students supply the labor. On opening night, night

club operator Larry Blake is at hand while Kellaway learns what has happened. He tries to foreclose, but the boat is taken out on the river out of local jurisdiction. When Blake offers to buy a half interest after seeing the show, Kellaway outbids him, with the other half being almost his indirectly since Haymes and Totter plan an early wedding.

X-RAY: Tuneful numbers, good dance routines, colorful settings, a story of sufficient interest, and adequate direction and production are to be found in this pleasant musical for the duallers. The pace is good, with production numbers hypoing the story, and Haymes, Totter, and Daniels are pleasant enough. The story and screen play are by Blake Edwards and Richard Quine. Music heard includes: "Sing You Sinners", "Honey Man", "Has Your Mother Anymore Like You", "She's More To Be Pitied Than Censured"; "Father, Dear Father", "Pennies From Heaven", "I Never Knew I Could Love Anybody", "Cruisin' Down The River", "There Goes That Song Again", and "Swing Low Sweet Chariot."

TIP ON BIDDING: Program price.

AD LINES: "Come On Along On This Cruise For Fun And Romance"; "Tunes Galore In This Gay Entry"; "Everybody Has Fun On This Cruise."

The 5000 Fingers Of Dr. T. (604) FANTASY 88M.

(Color by Technicolor)

ESTIMATE: Beautifully mounted fantasy will need plenty of selling.

CAST: Peter Lind Hayes, Mary Healy, Hans Conried, Tommy Rettig, John Heasley, Robert Heasley, Noel Cravat, Henry Kulky. Produced by Stanley Kramer Company; directed by Roy Rowland.

STORY: Little Tommy Rettig is forced by his mother, Mary Healy, to study the piano under Hans "Dr. Terwilliker" Conried. When plumber Peter Lind Hayes sides with the boy, Healy reprimands him. The boy falls asleep, and finds himself in the fantastic setting of "Dr. T's" musical academy. Rettig wanders off into the strange alleyways, spying Hayes approaching with a sink in hand. Hayes' job is to install 500 sinks for 500 boys when they arrive the next day. Rettig solicits Hayes' aid to escape, but he must first rescue his mother, whom Conried has under a spell and plans to marry. Conried gets wind of the conspiracy, and sends his legions after the boy and plumber. They are chased by strangely dressed men, and find their way into Healy's room, where they find her imprisoned and hypnotized. Apprehended by Conried's men, Hayes and the boy are brought to a dungeon where weird people who play instruments other than the piano are kept, and a fantastic symphony is heard. Rettig and Hayes concoct a mixture that removes all sound from a room, and the next day, when the 5000 fingers are in action, Rettig opens the bottle, and nothing is heard. Conried is driven to distraction, and the army of boys revolt. When Rettig awakes, Healy is there to comfort him, and there is promise of a love match between her and Hayes.

X-RAY: Seen with wide-screen and stereophonic sound, this fantasy, beautifully photographed and nicely mounted, offers something off the beaten track. The dream sequence is packed with symbolism which gives the film a subtle character. Hayes and Healy make a pleasant impression and Conried is a hilarious villain. Because of the strange nature of the film, however, it may be difficult to get across to audiences. Children, on the other hand, might find the exotic atmosphere, weird

characters, and chase scenes enjoyable. Interspersed in the action are a number of songs: "Get Together Weather", "Dream Stuff", "The Kid's Song", "Butterfly Ballet", "Piano Concert", "Schlim Schlam", "Hypnotic Duel", "Elevator Song", "Victory Procession", and "Dressing Song." In the art spots or in the regular houses, this will probably be difficult merchandise to sell, with the impression that the better grosses won't come easily. However, Columbia's long range bally should be of advantage. The screen play is by Dr. Seuss and Allan Scott.

TIP ON BIDDING: Fair program price.

AD LINES: "An Entirely New Type Of Entertainment"; "A Fantastic Spectacle"; "A Beautiful Excursion Into Dreamland."

Flame Of Calcutta (603)

MELODRAMA
70M.

(Color by Technicolor)

ESTIMATE: Average programmer.

CAST: Denise Darcel, Patric Knowles, Paul Cavanaugh, George Keymas, Joseph Mell, Ted Thorpe, Leonard Penn, Gregory Gay, Edward Clark, Robin Hughes, Eddie Foster. Produced by Sam Katzman; directed by Seymour Friedman.

STORY: In 1750, George Keymas, who deposes Gregory Gay as head of one of India's provinces, proves a tyrant opposed only by a mysterious figure known as "The Flame," but in reality Denise Darcel, who tries to avenge her father's death by Keymas. Aside from Gay, only Patric Knowles, British army captain, knows her identity. Keymas, upset because his caravans are attacked by "The Flame", asks Paul Cavanaugh to order the British troops to protect them, and tries to pressure them by attacking the British East India Company's warehouse disguised as "The Flame." Knowles offers to bring in Darcel to prove her innocence. With the aid of spies Joe Mell and Ted Thorpe, he tries to capture Darcel, but fails. Meanwhile, Knowles lays a trap for Keymas. Keymas is killed, with Gay once again assuming his throne.

X-RAY: Action, riding, and intrigue are present in sufficient quantities to put this in the okeh lower half category. Color on the print viewed seemed to be below standard. The story is average, as are the acting, direction, and production. The screen play is by Robert E. Kent from the story by Sol Shor.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Follow 'The Flame' Into Action And Adventure"; "Thrills And Chills In India"; "Action In Thrilling Technicolor."

From Here To Eternity (616)

DRAMA
118M.

ESTIMATE: High rating picturization of best seller.

CAST: Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed, Philip Ober, Mickey Shaughnessy, Harry Bellaver, Ernest Borgnine, Jack Warden, John Dennis, Merle Travis, Tim Ryan, Arthur Keegan. Produced by Buddy Adler; directed by Fred Zinnemann.

STORY: In early 1941, private Montgomery Clift transfers from the bugle corps to an infantry company in Honolulu headed by Captain Philip Ober, who is interested in having a good time off the post and in winning the boxing title of the area, otherwise leaves the running of the company up to first sergeant Burt Lancaster. Ober, hearing that Clift was once a top boxer, asks him to join the team, and promises him a rating as well as an easy time of things, but Clift refuses, having once blinded a G.I. during a bout. Ober orders the book thrown at

Clift, who refuses to give in, and wins the friendship of tough Frank Sinatra and the respect of Lancaster. The latter knowing that Ober and his wife, Deborah Kerr, don't hit it off, makes a play for her, and their affair turns into love. She offers to leave Ober if Lancaster will put in for officers' training school. Sinatra takes Clift into town and into a club, where he meets Donna Reed, one of the hostesses, who is saving her money to return home to support her mother and marry a respectable man. They hit it off right, and fall in love, and she gives him a key to her apartment. Eventually, he proposes, she is determined to stick to her plan. Sinatra goes AWOL, gets drunk, picks a fight, and is sentenced to a long term in the stockade, where he becomes the target of sergeant Ernest Borgnine, who had it in for him. Sinatra eventually escapes, and dies in Clift's arms from internal bleeding, the result of continual beatings by Borgnine. Clift swears vengeance. The treatment of Clift comes to a head with a fight that gets Ober the choice of being courtmartialled and dismissed or resigning. Clift catches up with Borgnine, and kills him, being seriously wounded himself. Clift lets Reed patch him up, and remains at her house, intending to return when his health permits. Lancaster covers up for him. Meanwhile, Kerr tells Lancaster that Ober has asked her to return to the states with him, and wants to know what the future holds. Lancaster tells her that he can't become an officer. December 7 brings the bombing by the Japs with Lancaster organizing the company on a military basis. Clift, determined to rejoin his company, despite pleas from Reed for him to remain, is then mistaken for a saboteur, and killed. On a boat bound for the states, Kerr and Reed become acquainted as they leave the island behind them.

X-RAY: One of the best entries of the year, this picturization of a best-selling novel by James Jones carries dramatic impact, an absorbing and thoroughly interesting story, and high rating performances by all concerned, outstanding and sensitive direction by Fred Zinnemann, and a well-coordinated, better production. A number of scenes and situations are best suited for adults, who should appreciate the overall quality found in the production. A sneak preview audience sat enthralled with interest on high, with deafening applause following the conclusion. This is the type of film that should get lots of word of mouth, discussion, and plenty of play from audiences. Daniel Taradash wrote the screen play. Legion of Decency, "B."

TIP ON BIDDING: Highest bracket.

AD LINES: "A Great Book . . . Now A Great Film"; "One Of The Best Of The Year"; "A Hit Show."

The Last Posse (602)

WESTERN
73M.

ESTIMATE: Better than average outdoor show.

CAST: Broderick Crawford, Charles Bickford, John Derek, Wanda Hendrix, Warner Anderson, Henry Hull, Will Wright, Tom Powers, Raymond Greenleaf, James Kirkwood, Eddy Waller, Skip Homeier, James Bell, Guy Wilkerson, Mira McKinney, Helen Wallace, Harry Hayden, Monte Blue. Produced by Harry Joe Brown; directed by Alfred Werker.

STORY: Because sheriff Broderick Crawford, who cleaned up the town, has turned into a drunk, he isn't part of the posse which goes out after James Bell and his sons, Skip Homeier and Guy Wilkerson, who stole money from Charles Bickford, a rancher who had forced the sale of their cattle to him at a low price. The posse, consisting of town business men,

Bickford, and his adopted son, John Derek, returns without Bickford but with the injured Crawford, who had followed later. In flashback form, the story is told how Bickford desires to kill Bell and sons in cold blood, but is prevented by Crawford. Later, however, Bickford kills Bell and Homeier after Wilkerson is shot during the chase. Then Bickford is killed. With Crawford in bad condition from a bullet wound, the business men decide to keep the money for themselves, with Derek due to get Bickford's ranch. However, when the showdown comes, Derek tells the truth, and the business men back down. Crawford has been dead while the truth was being told.

X-RAY: A western with a different twist, this should hold interest for the outdoor fans. The script is different, the acting good, and the direction tight. While color would have enhanced it, nevertheless it rates with the better than average outdoor shows. The story is by Seymour and Connie Lee Bennett. The romance, between Derek and Wanda Hendrix, is minor.

TIP ON BIDDING: Fair program price.

AD LINES: "Hero Or Drunk . . . 'The Last Posse' Learned The Hard Way"; "Broderick Crawford . . . As The Town's No. 1 Cleanup Guy"; "Men . . . Lured By Lust . . . And A Sheriff Who Wouldn't Be Bought."

Let's Do It Again (601)

COMEDY

WITH MUSIC
95M.

(Color by Technicolor)

ESTIMATE: Highly amusing comedy for the better grosses.

CAST: Jane Wyman, Ray Milland, Aldo Ray, Leon Ames, Valerie Bettis, Tom Helmore, Karin Booth, Mary Treen, Richard Wessel, Kathryn Givney, Herbert Heyes, Maurice Stein, Frank Remley, Don Rice, Don Gibson. Produced by Oscar Saul; directed by Alexander Hall.

STORY: Jane Wyman, retired actress, is happily married to songwriter Ray Milland until she discovers that his supposed trips out of town aren't for real, but that he goes off for days on the town and is seen in company of dancer Valerie Bettis. When he returns, she tells him that she, too, has been having a fling with bachelor producer Tom Helmore. They have a spat, and a divorce action follows with the final decree to be granted months hence. After a short period, Milland tries to woo her back, but she isn't having any, instead accepting attentions from Helmore as well as Alaskan millionaire Aldo Ray, who falls in love with her. Milland spends some time with Bettis. He continues to try to disarrange things between Ray and Wyman, but the latter soon agrees to marry Ray. When Milland sees too much of socialite Karin Booth and as the time for he decree to become final grows near, Wyman changes her mind, and decides that she wants Milland back. She even breaks up a party given by Booth with a sexy dance that shocks all present, and all is off between Milland and Booth. They finally get together, and Ray takes up with Bettis.

X-RAY: This seems headed for the better money. A preview audience enjoyed the screen proceedings, which were highly humorous. Wyman is particularly impressive with her sexy dancing and able singing while the others in the cast were also good. The Technicolor emphasizes the colorful setting and costumes. Among the songs heard are: "Let's Do It Again", "Call Of The Wild", "Anyone But You", "These Are The Things I Remember", "Gimme A Man Who Makes Music", "It Was Great While It Lasted", and "Takin' A Slow Burn." The screen play is by Mary

Loos and Richard Sale based on a play by Arthur Richman. This was once made as "The Awful Truth."

TIP ON BIDDING: Better price.

AD LINES: "It Was On Again . . . Off Again . . . But They Both Said 'Let's Do It Again'"; "It's Spicy . . . Funny . . . Gay And Very Easy On The Eyes"; "There Was Great Fun When They Decided To Do It Again."

Mission Over Korea (607) MELODRAMA 86M.

ESTIMATE: Korean war meller will fit into the duallers.

CAST: John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan, Harvey Lembeck, Richard Erdman, William Chun, Rex Reason, Richard Bowers, Todd Karns. Produced by Robert Cohn; directed by Fred F. Sears.

STORY: At the outbreak of the Korean war, Captain John Hodiak and Lieutenant Todd Karns fly army cub planes. Hodiak is ordered back to Japan, where he is able to briefly see his wife, Maureen O'Sullivan, and their two children. There he meets John Derek, Karns' brother, also assigned to the cub planes. They are ordered up to the front, with Derek having little time to get acquainted with nurse Audrey Totter. When they arrive, they find that Karns and others have been shot in a raid, and Derek resolves to avenge the death, arranging for a bazooka to be affixed to the wing of his unarmed plane. On a flight, he tries to get a tank, but misses, and his plane is forced down. Hodiak tries to save him, but is ordered out on more important missions, Derek finally comes in escorted by ROK soldiers, resentful over Hodiak not returning for him. In a raid, Hodiak is wounded, and Derek flies him to surgery without permission, but Hodiak dies. Derek is reprimanded and ordered out on a photographic mission. He spots a concentration of enemy tanks, and directs jet fighters to the target, being wounded in the process. Nurse Totter and others are waiting as he lands.

X-RAY: Battle scenes, behind-the-front scenes, planes in action, melodrama, and a hint of romance are to be found in this entry, which promises more than it delivers. This has name values, but appearances by O'Sullivan and Totter are brief. The story is similar to others that have preceded it, and the acting, direction and production are okeh. It should make an adequate addition to the duallers. The screen play is by Jesse Lasky, Jr., Eugene Ling, and Martin M. Goldsmith, based on a story by Richard Tregaskis.

TIP ON BIDDING: Program price.

AD LINES: "Action In The Air Over Korea"; "He Had A Pretty Nurse Waiting For Him But He Had A Job To Finish First"; "Action . . . Adventure . . . Thrills."

Saginaw Trail (576) WESTERN 56M.

ESTIMATE: Average Autry.

CAST: Gene Autry, Smiley Burnette, Connie Marshall, Eugene Borden, Ralph Reed, Henry Blair, Myron Healey, Mickey Simpson, John War Eagle, Rod Red Wing, Billy Wilkerson, Gregg Barton, John Parrish. Produced by Armand Schaefer; directed by George Archainbaud.

STORY: In the 1800's, the fur empire of Eugene Borden, trading post owner, is threatened by settlers. Myron Healey, his assistant, disguises himself as an Indian, and with renegade redskins ambushes settlers, laying the blame on friendly tribes. One raid kills the parents of teenager Ralph Reed, who is saved by Gene Autry, captain of a Ranger group sent to investigate. He brings him to Borden's

post, where he meets Henry Blair, Borden's son, and his cousin, Connie Marshall, heiress to a fortune. Borden plans that Blair and Marshall are to marry so his own fortune may be increased. Autry's assistant, Smiley Burnette, gets a job as a handy man around the post. Borden suspects that Autry is too smart, and plans to kill him, but the plans are foiled, and evidence is uncovered that shows Borden and Healey to be guilty and that Blair was an accomplice. The renegade Indians are wiped out, and the evil whites are arrested while a romance between Reed and Marshall is in the offing. Burnette and Autry return to the Rangers.

X-RAY: Autry in action, various and assorted Indians, gunplay, intrigue, adolescent romance, and heroics are contained in this sepia-toned entry. The story is of average interest as are the characterizations, direction, and production. Songs heard include "Mamselle", "When It's Prayer Meetin' Time In The Hollow", and "Beautiful Dreamer." The story and screen play are by Dorothy Yost and Dwight Cummings.

TIP ON BIDDING: Usual series price.

AD LINES: "Gene Autry Swings Into Action"; "Adventure In The Wild West"; "Gene Autry At His Best."

Sky Commando (611) MELODRAMA 69M.

ESTIMATE: Routine air action yarn for the duallers.

CAST: Dan Duryea, Frances Gifford, Touch Connors, Michael Fox, William R. Klein, Freeman Morse, Dick Paxton, Selmer Jackson, Dick Lerner, Morris Ankrum, Paul McGuire. Produced by Sam Katzman; directed by Fred F. Sears.

STORY: Jet pilots and brothers William Klein and Dick Paxton, while patrolling the Korean front in jet planes, are ordered to blast an enemy position to relieve some marines attacked by a large number of enemy jets. Colonel Dan Duryea orders them to continue with their original mission which they accomplish, after which Paxton is shot down. When Klein lands, he accuses Duryea of murder, and almost hits him until Major Michael Fox stops him. Duryea orders several days rest for him, and offers to take over his missions. Fox later tells Klein some of Duryea's background when, during World War II, Duryea commanded a photo reconnaissance plane, and kept to himself pretty much. Suspected of saving his own life at the expense of his co-pilot, he was cleared of the charge, and a new co-pilot, Touch Connors, assigned him. Connors is suspicious of his every move. During a rough mission, Connors is wounded, and some other crew members killed. Duryea is transferred to Africa, and, when he recovers, finds Connors as his co-pilot. Frances Gifford, newspaper-woman and romantic interest of Connors, also is told to cover the African end of the campaign. Tension increases between the pair until a vital raid on the Palesti oil fields, when they are shot down and make their way home with partisan aid and their films. Duryea is wounded, but recovers and Connors and Gifford plan to marry with all now friends, decorated and promoted. Klein asks to be put on duty. As he is about to take off, he is told that his brother landed alive, and was picked up by the marines they helped rescue.

X-RAY: Containing action in the air shots and a good pace, this should find its proper niche in the duallers. The story is familiar and more or less routine while the acting, direction, and production in this sepia-tone entry are average. The story is by Samuel Newman, William Sackheim, and Arthur Orloff. The title should help in the selling.

TIP ON BIDDING: Low bracket.

AD LINES: "Action In The Air In World War II And Over Korea"; "Thrills . . . Adventure . . . Fast Action All In The Day Of A 'Sky Commando'"; "A Story About The Tough Airmen Who Could Qualify As 'Sky Commandos'."

The Stranger Wore A Gun (605) WESTERN 83M.

(3-D)

(Color by Technicolor)

ESTIMATE: Routine western should be aided by 3-D appeal.

CAST: Randolph Scott, Claire Trevor, Joan Weldon, George Macready, Alfonso Bedoya, Lee Marvin, Ernest Borgnine, Pierre Watkin, Joseph Vitale, Clem Bevans, Paul Maxey, Frank Scannell. Produced by Harry Joe Brown; directed by Andre DeToth.

STORY: During the Civil War, Randolph Scott is a spy for the renegade Quantrell until he learns that the latter is out only for himself. Scott joins the regular army, and fights until the end, but is a marked man for directing Quantrell's activities. Working a Mississippi river boat with friend and woman gambler Claire Trevor, Scott is forced to flee to Prescott, Ariz., where he meets George Macready, who saved his life on the boat. Macready plants him as a spy with the local stage lines to keep track of valuable shipments. The operators, Pierre Watkin, and his attractive daughter, Joan Weldon, accept Scott, and he manages to throw off Macready's men on several occasions. He also sets Macready's men against outlaw Alfonso Bedoya's gang, and they almost kill each other off. Macready goes after Scott, and everybody else deserts him. The two fight it out, and Scott survives. When Trevor pulls out headed for California, Scott joins her instead of remaining with Weldon.

X-RAY: With loads of riding, shooting, and 3-D gimmicks this is a routine show with a background and story that are familiar. Scott is as indestructible as ever, the story is fairly interesting, and the direction and production are okeh. The ending does carry a new twist. The screen play is by Kenneth Gamet, based on "Yankee Gold," by John M. Cunningham.

TIP ON BIDDING: Better price because of 3-D.

AD LINES: "His Gun Was Always Ready"; "Action And Adventure Follow The Stranger With A Gun"; "Another 3-D Hit."

The Untamed Breed (614) WESTERN 79M.

ESTIMATE: Reissue has the angles.

CAST: Sonny Tufts, Barbara Britton, George "Gabby" Hayes, Edgar Buchanan, William Bishop, George E. Stone, Joe Sawyer, Gordon Jones, James Kirkwood, Harry Tyler, Virginia Brissac, Reed Howes. Produced by Harry Joe Brown; directed by Charles Lamont.

STORY: Sonny Tufts, ranch worker, persuades some ranchers to buy a Brahma bull which escapes through the carelessness of "Gabby" Hayes. When the bull causes havoc, William Bishop, rancher, in love with Barbara Britton, Hayes' adopted daughter, urges that the ranchers shoot the animal on sight, but Tufts wins time to take the beast alive. He breaks a wild horse to help him subdue the bull, and clears up a misunderstanding with Britton, who has become his wife.

X-RAY: When first reviewed in THE SERVICESECTION of October, 1948, it was said: "In a better class than the average western entry, this should account for itself nicely in the theatres with the Tufts name to help. It contains a goodly quota of ac-

tion and western thrills, and sustains interest throughout." This is based on a Saturday Evening Post story by Eli Colter.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Man Against Beast For Life Or Death! Man Against Man For Women Or Loot!"; "The Fury Of Stallion Killer And Charging Bull"; "Brought Back For Your Reenjoyment!"

Valley Of The Headhunters (608)

ADVENTURE DRAMA
67M.

ESTIMATE: Okeh series entry.

CAST: Johnny Weissmuller, Christine Larson, Robert C. Foulk, Steven Ritch, Nelson Leigh, Joseph Allen, Jr., George Eldredge, Neyle Morrow, Vince M. Townsend, Jr., Don Blackman, Paul Thompson. Produced by Sam Katzman; directed by William Berke.

STORY: When rich mineral deposits are discovered in the jungle, the government sends Nelson Leigh to arrange agreements with native chiefs to lease lands. However, Robert Foulk and Joe Allen, Jr., want exclusive rights to the oil deposits. With the aid of an evil jungle chief, they hope to dispose of the government party headed by Johnny "Jungle Jim" Weissmuller. The chief, Vince Townsend, has his men disguise themselves as headhunters and terrorize the valley. Townsend then supposedly routs the headhunters, and the grateful tribe proposes to elect him chief. Foulk implants the false idea that Weissmuller and party are behind the savages. Foulk and his men capture him and the government party while they go off on another headhunting raid. Weissmuller escapes, however, and contacts two friendly chiefs. They agree to use their men in a battle with Townsend's tribe. Townsend is routed, and the evil leaders slaughtered. The chiefs sign the mineral leases.

X-RAY: This sepia jungle epic remains true to the traditional form, with plenty of action, battles, wild beasts, and heroics. Acting and direction are patterned for the thrill fans. The screen play was written by Samuel Newman.

TIP ON BIDDING: Usual series price.

AD LINES: "Another Thrilling And Dangerous Assignment For 'Jungle Jim'"; "Savage Headhunters Terrorize A Peaceful Jungle"; "Unleashed Savage Fury."

MGM

The Actress (403)

COMEDY DRAMA
90M.

ESTIMATE: Names will have to make the difference.

CAST: Spencer Tracy, Jean Simmons, Teresa Wright, Anthony Perkins, Ian Wolfe, Kay Williams, Mary Wickes, Norma Jean Nilsson, Dawn Bender. Produced by Lawrence Weingarten; directed by George Cukor.

STORY: From the balcony of a Boston theatre in the early 1900's, Jean Simmons sits entranced by the performance of Kay Williams in a musical play, and envisions for herself a career on the stage. However, her ambitions must be kept in secret from her father, Spencer Tracy. Tracy, who lives on a meagre weekly salary, hoping for an annual bonus and ever fearful of having the axe fall on his job, wants his daughter to be a physical education teacher. Simmons, in the meantime, has met her idol, Williams, who sets up an audition for her with a producer. After attending a gymnastic exhibition featuring her father, Simmons is quite unimpressed with the prospects of entering the gymnasium professionally, and confesses her real ambition, acting. Tracy takes the revelation with calmness, which

encourages Simmons. After refusing a proposal of marriage from Anthony Perkins, she keeps her appointment with the producer; the audition is a failure, and she returns brokenhearted. Tracy agrees to finance her on a stay in New York. Attempting to get an advance on his bonus, Tracy loses his temper, and is fired. For the moment, the trip is off until Tracy sells his prize telescope to give his daughter a chance. Simmons goes off to make her mark on the stage.

X-RAY: In the setting of Boston in the early part of the century, this pleasant domestic comedy drama of a girl's ambitions and the family's obstacle unfolds itself with warm humor. Tracy, as the father, contributes much to the fun. The pace, however, is plodding, producing a rather verbal impression. Based on Ruth Gordon's stage play, "Years Ago", the screen play was written by Miss Gordon. It is the type of picture that will probably find slow going, with the principal appeal to the oldsters.

TIP ON BIDDING: Fair program price.

AD LINES: "The Troubles Of A Father Of An Actress"; "A Warmly Humorous Story Of A Girl's Overwhelming Ambition To Be On The Stage"; "It Wasn't A Vocation For Any Proper Girl To Follow."

Half A Hero (401)

COMEDY DRAMA
71M.

ESTIMATE: Skelton starrer will fit into the duallers.

CAST: Red Skelton, Jean Hagen, Charles Dingle, Willard Waterman, Mary Wickes, Frank Cady, Hugh Corcoran, Dorothy Patrick, King Donovan, Billie Bird, Dabbs Greer, Kathleen Freeman, and guest appearance by Polly Bergen. Produced by Matthew Rapp; directed by Don Weis.

STORY: Writer Red Skelton, married to Jean Hagen, gets a job as a rewrite man on a magazine owned by Charles Dingle, who believes only in honesty, prudence, temperance, and thrift. First living in a furnished flat, Skelton succumbs to Hagen's arguments, and buys a modern house in a realty development outside New York without Dingle's knowledge. Pressed by bills, Skelton, on Dingle's assignment, writes a story knocking the things the new community stands for, thinking that this will force Hagen to move back to town with him. He has a spat with Hagen, but moves back to her when she agrees to let him sell. However, on her persuasion, he tells off Dingle, changes the article to something praising the spirit of young American families, and winds up with a better job, and, eventually, a bigger family.

X-RAY: A mild comedy drama, this is headed for the duallers. This isn't the familiar Skelton for he plays straight all the way, and the Max Shulman story, while with some laughs, is the familiar yarn about a young couple and their troubles. One song by Polly Bergen offers a change of pace, but otherwise this sticks to the expected.

TIP ON BIDDING: Program price.

AD LINES: "Meet 'Half A Hero' . . . A Guy Like You And Me"; "Red Skelton As A Fellow Who Finally Got His Courage . . . From His Wife"; "The Year's Most Heartening Comedy Drama."

PARAMOUNT

The Caddy (5302)

COMEDY
95M.

ESTIMATE: Martin and Lewis starrer should have the usual appeal.

CAST: Dean Martin, Jerry Lewis, Donna Reed, Barbara Bates, Joseph Calleia, Fred Clark, Clinton Sundberg, Howard Smith, Marshall Thompson, Marjorie Gateson,

Frank Puglia, Lewis Martin, Romo Vincent, Argentina Brunetti, Houseley Stevenson, Jr., John Gallaudet, William Edmunds, Charles Irwin, Freeman Lusk, Keith McConnell, Henry Brandon, Maurice Marsac, Donald Randolph, Stephen Chase, Tom Harmon, Ben Hogan, Sam Snead, Byron Nelson, Julius Boros, Jimmy Thompson, "Lighthouse" Harry Cooper, Mary Treen, Mary Newton, Mike Mahoney, Hank Mann, Joseph E. Stabile, King Donovan. Produced by Paul Jones; directed by Norman Taurog.

STORY: At the Paramount, New York, comedians Dean Martin and Jerry Lewis are being interviewed, but their real story is told by Joseph Calleia, father of Martin, who relates how he desired his son to be a fisherman while Lewis' father, an ace golfer, wanted him to follow his footsteps. Lewis, however, has a fear of crowds, and works in a department store, where he falls in love with Barbara Bates. Through her, Lewis meets Martin, and with both interested in golf, the climb upwards begins, Lewis acting as Martin's caddy. Martin falls in love with socialite Donna Reed after he wins a tourney, and, after a series of incidents, Martin's big chance comes in a big tourney. A fight starts, with the whole family participating, and later Martin and Lewis combine as a hit comedy and song team. The scene reverts to the present, and in the audience are wives Bates and Reed. The two take off at the end of their number as the real Martin and Lewis come on as the following act.

X-RAY: With the Martin-Lewis draw still high in the boxoffice heaven, this should have the usual appeal, even though this doesn't appear to be their best. Nevertheless, it should be good enough for potent grosses. There is a story thread which allows them to do some numbers as well as giving Lewis his usual chance for gyrations. The supporting cast should help marquee-wise, too. The story is by Danny Arnold. Songs include: "Whistlin' Kind Of Morning," "You're The Right One," "One Big Love," "What Would You Do Without Me," and "Amore."

TIP ON BIDDING: Better price.

AD LINES: "They're Back . . . The Hit Comedy Team"; "Fun On A Golf Course . . . With Jerry Lewis As 'The Caddy'"; "A Hole In One Sock Entertainment."

Forever Female

COMEDY DRAMA
93M.

ESTIMATE: Pleasing comedy drama has names to help.

CAST: Ginger Rogers, William Holden, Paul Douglas, James Gleason, Jesse White, Marjorie Rambeau, George Reeves, King Donovan, Vic Perrin, Russell Gage, Marian Ross, Richard Shannon, Pat Crowley, Sally Mansfield, Kathryn Grandstaff, Rand Harper, Henry Dar Boggia, Victor Romito, Hyacinthe Railla. Produced by Pat Dudgan; directed by Irving Rapper.

STORY: Producer Paul Douglas, ex-husband of mature stage star Ginger Rogers, decided to produce a first play by William Holden, an idealistic fellow who does not perceive that Douglas, in changing the principal role to a girl of 29 instead of 19 in order to tailor it for Rogers, is weakening the whole structure. Pat Crowley, who aspires to a stage career, wants the principal role, and unsuccessfully chases Holden, falling in love with him. However, Holden imagines he is in love with Rogers, and Rogers reciprocates. Meanwhile, Douglas, always loving Rogers, stands by. The play is a flop out-of-town, and is withdrawn, but Holden decides to marry Rogers anyway after she completes a foreign tour. Holden and Douglas learn that the play is being produced in summer

stock, and find Crowley a hit in the vehicle as it was originally written. Then Douglas reveals to Holden that Rogers never did go abroad, but has holed up in the country for the summer to put on weight and act naturally. This leads to understanding, the play being produced as it was written. It clicks with Crowley as the young star and Rogers in the older role. Holden and Crowley clinch, as do Douglas and Rogers.

X-RAY: Based on James M. Barrie's play, "Rosalind", while uneven at times, this has considerable merit, and the mixture of comedy, drama, and emotional values should stand it in good stead. Casting is high grade, with newcomer Crowley doing well with a meaty role as the young actress. Word-of-mouth is likely to help the show, and it should have attraction for all segments of audiences. The theatre background adds to the interest.

TIP ON BIDDING: Better price.

AD LINES: "Meet A New Star . . . Pat Crowley"; "See Your Favorites . . . Ginger Rogers . . . William Holden . . . Paul Douglas . . . Giving Love A Trying Time"; "She Threw Herself At The Fellow She Loved . . . But She Was No Match For A Gal With Experience."

Little Boy Lost (5304)

DRAMA WITH MUSIC 95M.

(Paramount)

(Filmed mostly in France)

ESTIMATE: Crosby starrer has plenty of angles for the selling.

CAST: Bing Crosby, Claude Dauphin, Christian Fourcade, Gabrielle Dorziat, Nicole Maurey, Colette Dereal, Georgette Anys, Henri Letondal, Michael Moore, Peter Baldwin. Produced by William Perlberg; directed by George Seaton.

STORY: Just before World War II really gets started, radio reporter Bing Crosby stationed in Paris, falls in love with Nicole Maurey, radio singer. They marry, and are parted a few days after their baby's birth when the Nazis invade Paris. Later, Crosby hears that Maurey has been executed and that the baby has disappeared. When Paris is freed, Crosby starts to search for the boy. Several years later, he starts again with the help of his friend, Claude Dauphin, and traces the child to an orphanage where the Mother Superior suggests that his son might be Christian Fourcade. The two spend some time together, with Crosby hoping for a sign of recognition. When it does come, it proves to be false, and he returns the boy to the orphanage, turning down the suggestion that he might want to adopt him anyway. Dauphin also shocks Crosby into realizing that his wife is dead by reading him the official records of the case. At an amusement park, Crosby wins a small calico dog similar to one he had given his wife years ago, and he sends this to Fourcade. Crosby then arrives to bid the lad goodbye only to have Fourcade recognize the animal. It turns out that he is really Crosby's son.

X-RAY: A number of heart touching moments are to be found in this interesting drama which features music, romance, and a search of a father for his lost son, as well as authentic backgrounds which aid in getting the yarn across. Contrary to other Crosby entries, this one is more on the sad, emotional side, and comedy relief is kept to a minimum. The cast is good, as are the direction and production. Songs heard include: "The Magic Window", "Cela M'Est Egal—If It's All The Same To You", "A Propos De Rien", and "Darktown Strutters Ball". The screen play is by George Seaton, based

upon the story of the same name by Marghanita Laski.

TIP ON BIDDING: Better price.

AD LINES: "Bing Crosby Finds Romance, Fun, And Drama In France"; "Crosby Abroad Is Crosby At His Best"; "A Little Boy Takes His Heart By Surprise, And, Behold, A New Crosby."

Roman Holiday (5301)

ROMANTIC DRAMA 119M.

(Filmed in Italy)

ESTIMATE: High rating.

CAST: Gregory Peck, Audrey Hepburn, Eddie Albert, Hartley Power, Harcourt Williams, Margaret Rawlings, Tulli Carminati, Paolo Carlini, Claudio Ermelli. Produced and directed by William Wyler.

STORY: Princess Audrey Hepburn, on a good will tour of Europe, gets fed up with the whole business while in Rome, sneaks out of the palace, and wanders around until sleep overtakes her in a street square. Gregory Peck, American newspaperman, stumbles across her, and given the choice of the police picking her up or letting her sleep it off in his apartment, decides on the latter. The next morning, he realizes who she is, and learns that a feature on her could command much money. He enlists the aid of photographer Eddie Albert. Peck and Hepburn see Rome together while the police seek her everywhere, and Peck and Hepburn fall in love. The next day, Peck shows up with no story, and Albert, realizing what's up, also discards his photos. Later, at a press conference, Peck gives her the photos while he and Hepburn wordlessly say goodbye in front of other correspondents, realizing that they can never be wed.

X-RAY: With some fine touches to be found, once again William Wyler reveals himself to be a master, for he has brought forth a delightful work, one that should entertain all who see it. It has comedy, warmth, romance, sights of Rome, and a simple, engaging story calculated to keep interest on high. The cast is fine, with Peck, Hepburn, and Albert high rating. Miss Hepburn is especially good, and it should be noted that her future looks bright. The direction and production by Wyler are tops. The screen play is by Ian McLellan Hunter and John Dighton, based on a story by Hunter.

TIP ON BIDDING: Higher bracket.

AD LINES: "Wanna Feel Fine? Come Along On A 'Roman Holiday'"; "She Was Bored Until She Met The Right Man At The Wrong Place And Under The Wrong Circumstances"; "A Holiday With Romance, Fun, And No Thought For The Future."

The War Of The Worlds (5303)

SCIENCE FICTION DRAMA 84M.

(Color by Technicolor)

ESTIMATE: Headed for the better grosses.

CAST: Gene Barry, Ann Robinson, Les Tremayne, Lewis Martin, Bob Cornthwaite, Ivan Lebedeff, Ann Codee, Sandro Giglio, Frank Kreig, Russell Conway, Bill Phipps, Jack Hruschen, Paul Birch, Vernon Rich, Houseley Stevenson, Jr., Robert Rockwell, Henry Brandon, Paul Frees, Walter Sande, Ned Glass. Narration by Sir Cedric Hardwicke. Produced by George Pal; directed by Byron Haskin.

STORY: The earth is invaded by men from Mars, who use their deadly rays to kill and destroy. Scientist Gene Barry helps lead the fight of scientists against the creatures who man the craft which expel the rays when the army's weapons and the atomic bomb prove valueless.

The scientists, however, don't get a chance to demonstrate their ability because mobs wreck their instruments. Finally, after Barry, his sweetheart, Ann Robinson, and others pray for a miracle, the Martians suddenly start dying, beaten by the tiniest creatures, germs and bacteria to which they had not been able to build up immunity during their period on earth.

X-RAY: With producer George Pal at his best, this version of H. G. Wells' "The War Of The Worlds", is as saleable a piece of merchandise as has been seen in some time. It seems headed for the better grosses, and offers showmen opportunities that should result in plenty of activity around the boxoffices. Not only the youngsters and science fiction addicts should be interested, but other moviegoers undoubtedly will get a big kick out of the proceedings. The Pal technical work is excellent, and the handling of the invasion of the Martians, destruction, etc., should cause plenty of word-of-mouth. While the players are not of star lustre, they all acquit themselves well.

TIP ON BIDDING: Better price.

AD LINES: "Mars Vs. The Earth . . . Who Would Conquer?"; "What Was The Greatest Force That Saved The Earth?"; "Only The Motion Picture Screen Can Bring You Such A Terrific Production. . . 'The War Of The Worlds'."

RKO

Devil's Canyon (402)

MELODRAMA 91M.

(3-D)

(Color by Technicolor)

ESTIMATE: 3-D appeal should enhance suspenseful prison melodrama.

CAST: Virginia Mayo, Dale Robertson, Stephen McNally, Arthur Hunnicutt, Robert Keith, Jay C. Flippen, George J. Lewis, Whit Bissell, Morris Ankrum, James Bell, William Phillips, Earl Holliman, Irving Bacon. Produced by Edmund Grainger; directed by Alfred Werker.

STORY: Former U. S. Marshal Dale Robertson is sentenced to Arizona State Prison when he kills John Cliff and Fred Coby in self-defense after he had been warned of their coming by gunwoman Virginia Mayo, sweetheart of Stephen McNally, the dead man's brother. Robertson, target of public opinion, thinks he should be freed, and tells warden Robert Keith he will escape from the prison. In the prison, also, is McNally, determined to kill Robertson. Mayo is sentenced to the prison as the sole woman inmate, and has a job in the prison hospital. She helps arrange a plan whereby McNally and other men will break out. Keith learns of this, but can't get the details. Robertson, in whose cell McNally had weapons planted, is sent to solitary when they are found. The break occurs, and McNally and men take over. Mayo, seeing how crazed McNally really is, releases Robertson, who manages to prevent the prisoners from breaking out. McNally is killed, and Keith and guards are released. Pardons seem to be in the offing for Robertson and Mayo, who clinch.

X-RAY: Without any 3-D gimmicks, and with the third dimension doing little to enhance the film, this has plenty of suspense of a familiar order. The story is a bit unusual as regards the female angle, but otherwise everything happens as expected. Performances are standard, as are the direction and production. With the 3-D attraction still potent, this should continue to cash in. The screen play was written by Frederick Hazlitt Brennan.

Production Numbers

(Continued from page 3604)

The Twanky (Oboler)	June
Genghis Khan (Cande)	June
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My Heart Goes Crazy (Ruggles)	July
Return To Paradise (Aspen)	July
Vice Squad (Lesser)	July
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I, The Jury (Saville) (3-D)	Aug.
The Gay Adventure (Renown)	Aug.
War Paint (K-B)	Aug.
Na Escape (Matthuen)	Sept.
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The Jae Louis Story (Silliphant)	Sept.
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Donovan's Brain (Dowling)	Sept.
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Universal-International

301 The Raiders	Nav.
302 Because Of You	Nov.
303 It Grows On Trees	Nav.
304 The Black Castle	Dec.
305 Against All Flags	Dec.
306 The Lawless Breed	Jan.

307 Meet Me At The Fair	Jan.
308 City Beneath The Sea	Mar.
309 The Redhead From Wyoming	Jan.
310 The Mississippi Gambler	Feb.
311 Girls In The Night	Feb.
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313 Seminole	Mar.
314 Ma and Pa Kettle On Vacation	Apr.
315 Desert Legion	Apr.
316 Abbott and Costello Go To Mars	Apr.
317 The Lone Hand	May
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319 It Happens Every Thursday	May
320 Calumn South	June
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322 It Came From Outer Space (3-D)	June
323 A Queen Is Crowned	June
324 Francis Covers The Big Town	July
325 All I Desire	July
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380 Samething Maney Can't Buy	June
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Warners

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205 Operation Secret	Nov.
206 The Iron Mistress	Nov.
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219 By The Light Of The Silvery Maan	May
220 The Desert Sang	May
221 The Beast From 20,000 Fathoms	June
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223 The Charge At Feather River (3-D)	July
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225 The Master Of Ballantrae	Aug.
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301 Island In The Sky	Sept.
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304 The Beggar's Opera	Sept.
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The City Is Dark	



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Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes RKO Two Reel, EDGAR KENNEDY REISSUES (6), LEON ERROL REISSUES (6), and SPECIALS (8).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes MY PAL (2), SCREENLINERS (13), SPORTSCOPES (13), and WALT DISNEY CARTOONS (18).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes MICKEY MOUSE BIRTHDAY CARTOONS (6) and ADVENTURES IN MUSIC CARTOONS (3-D).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes Republic Three Reels SPECIALS (1) and SERIALS (3).

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20th Century-Fox One Reel LEW LEHR RE-RELEASES (2)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes SEE IT HAPPEN (4) and 6301-6303 entries.

SPORTS (6) (Reissues)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes 3301-3303 entries.

TERRYTOONS (26) (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes 5301-5330 entries.

United Artists Two Reel MEDAL OF HONOR (4)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes Richard P. Hobson, Dr. Mary Walker, Julius Langbein, Joseph C. Rodriguez.

SPECIAL (3-D and 2-D)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes Marciano-Walton Flight.

Universal-International Two Reel MUSICAL FEATURETTES (13)

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Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes 8306-8308 entries.

(3-D) MUSICAL FEATURETTES

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes 8100 entry.

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Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes Maid In The Hay (Union).

ALPHABETICAL GUIDE To 42 Features Reviewed Since The Sept. 9 Issue

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

JUST A REMINDER

• • • These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

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*THIS WE WILL BE HAPPY TO PROVE THROUGH A CONTRAST STUDY OF PAST SEASONS!

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U-INT.	WARNERS
AUGUST Topoka B. Elliott, P. Coates Clipped Wings Bowery Boys Affair In Monte Carlo R. Todd, M. Oberon, L. Genn (Technicolor) (English-made)	AUGUST The Stranger Were A Gun R. Scott, C. Trevor (Technicolor) (3-D) Mission Over Koreo J. Hodiak, J. Derek Valley Of The Headhunters J. Weissmuller, C. Larson The 5,000 Fingers Of Dr. T. P. L. Hayes, M. Healy (Technicolor) Cruisin' Down The River D. Haymes, C. Russell (Technicolor)	AUGUST (1953-54) Spoceweys H. Duff, E. Bartok Sins Of Jezebel P. Goddard, G. Nader (AnascoColor) Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Bose D. Martell, R. Ford, H. Rorke Shadow Mon C. Romero	AUGUST The Band Wagon F. Astaire, C. Charisse, N. Fabray J. Buchanan (Technicolor) The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick Big Leaguer E. G. Robinson, V. Ellen, J. Richards Lotin Lovers L. Turner, R. Montalban, J. Lund (Technicolor) (End 1952-53)	AUGUST Shane A. Ladd, J. Arthur, V. Heflin (Technicolor) Arrowhead C. Heston, M. Sinclair, J. Palance (Technicolor) (End 1952-53)	AUGUST The Sword And The Rose R. Todd, G. Johns, M. Gough (Technicolor) (Made in England) Devil's Conyon D. Robertson, V. Mayo, A. Hunnicut (Technicolor) (3-D) Without Reservations C. Colbert, J. Wayne (Reissue) Stage Door K. Hepburn (Reissue)	AUGUST Chomp For A Day A. Nicol, C. Winninger, A. Taffer Bandits Of The West, W. A. Lane, E. Waller, C. Downs Down Loredo Woy, W. R. Allen, S. Pickens, D. Drake	AUGUST Inferno R. Ryan, W. Lundigan, R. Fleming (Technicolor) (3-D) Gentlemen Prefer Blondes M. Monroe, J. Russell, C. Coburn (Technicolor) Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England)	AUGUST Melbo P. Munsel, R. Morley (Technicolor) (Made in Europe) I, The Jury B. Elliott (3-D) (Saville) The Gay Adventure B. Meredith (Made in Europe) (Renown) Captain Scarlett R. Greene, L. Amar (Technicolor) (Craftsman) Wor Paint R. Stack (Pathe Color) (K-B)	AUGUST Thunder Boy J. Stewart, J. Dru, G. Roland (Technicolor) Abbott and Costello Meet Dr. Jekyll and Mr. Hyde B. Abbott, L. Costello, B. Karloff, H. Westcott The Mon From The Alamo G. Ford, J. Adams, C. Wills (Technicolor) The Cruel Seo J. Hawkins, D. Sinden, V. McKenna (English-made) (Rank)	AUGUST The Master Of Bolliantrae E. Flynn, B. Campbell, R. Livesey (Technicolor) (Made in England) Plunder Of The Sun G. Ford, D. Lynn, P. Medina So This Is Love K. Grayson, W. Abel, M. Griffin (Technicolor) (End 1952-1953)
SEPT. Mexican Manhunt G. Brent, K. Sharpe The Fighting Lawman W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, V. Miles (Color) (Reissue)	SEPT. From Here To Eternity M. Clift, B. Lancaster, D. Kerr Sky Commando D. Duryea Saginaw Trail, W G. Aury The Untamed Breed S. Tuffs (Reissue) Chino Venture E. O'Brien, J. Brande Conquest Of Cochise J. Hodiak, J. Page (Technicolor)	SEPT. Sins Of Jezebel P. Goddard, G. Nader (AnascoColor) Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Bose D. Martell, R. Ford, H. Rorke Shadow Mon C. Romero	SEPT. (1953-54) Holf A Hero R. Skelton, J. Hagen, P. Bergen Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright	SEPT. (1953-54) Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed	SEPT. Top Hot F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue) Marry Me Again M. Wilson, R. Cummings, R. Walker	SEPT. El Paso Stamped, W A. Lane, E. Waller, P. Coates Trent's Lase Case M. Wilding, M. Lockwood, O. Welles (English-made)	SEPT. City Of Bad Men J. Crain, D. Robertson (Technicolor) Mister Scoutmaster F. Dee, G. Winslow A Blueprint For Murder J. Cotten, J. Peters Broken Arrow J. Stewart (Technicolor) (Reissue) I Was A Male Wor Bride C. Grant (Reissue)	SEPT. Sabre Jet R. Stack, C. Gray (Cinecolor) 99 River Street C. Webb, J. Payne, E. Keyes J. E. Keyes (Small) The Joe Louis Story P. Stewart (Silliphant) The Foke D. O'Keefe, C. Gray (Pallas) Donovan's Broin L. Ayres, N. Davis (Dawling) No Escape L. Ayres, S. Tufts (Matthugh)	SEPT. The Stand At Apoche River S. McNally, J. Adams, H. Marlowe (Technicolor) Wings Of The Hawk V. Heflin, J. Adams, A. Lane (Technicolor) (3-D) The Golden Blade R. Hudson, P. Laurie (Technicolor)	SEPT. Island In The Sky J. Wayne, L. Nolan The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technicolor) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D)
OCT. Hot News S. Clements, G. Henry Vigilante Terror B. Elliott, M. E. Kay Jennifer I. Lupino, H. Duff	OCT. The Big Heat G. Ford, G. Grahame Gun Fury R. Hudson, D. Reed (Technicolor) (3-D) Slaves of Babylon R. Conte, L. Christian (Technicolor) Combat Squad J. Ireland, L. McCallister	OCT. Undercover Agent D. Walsh, H. Court (English-made) The Man From Cairo G. Raft, G. M. Canale (Made in Europe) The Fighting Men Special cast	OCT. Mogambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) (Technicolor) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnsoColor) Torch Song J. Crawford, M. Wilding (Technicolor)	OCT. The War Of The Worlds G. Barry, A. Robinson (Technicolor) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Made in France)	OCT. Appointment In Honduras G. Ford, A. Sheridan, Z. Scott (Color) Decameron Nights J. Fontaine, L. Jourdan (Technicolor) Follow The Fleet F. Astaire, G. Rogers, R. Scott (Reissue) Out Of The Post R. Mitchum, J. Greer, K. Douglas (Reissue)	OCT. Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W R. Allen, S. Pickens, J. Cooper	OCT. Thy Neighbor's Wife H. Haas, C. Moore Vicki J. Crain, J. Peters, C. Adams	OCT. The All-American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technicolor)	OCT. A Lion Is In The Streets J. Cagney, B. Hale, A. Francis (Technicolor) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) The Eddie Contor Story K. Brasselle, M. Erskine (Technicolor)	

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EXHIBITOR





444 WEST 56th ST.
NEW YORK

AL LICHTMAN


To the Exhibitors of the United States and Canada:

Dear Friends:

I am honored indeed to have the members of the 20th Century-Fox distribution department set aside the period of August 30th to October 3rd for an Al Lichtman Testimonial.

And I want to thank all the exhibitors who are so wholeheartedly cooperating in this Testimonial. I deeply appreciate the support given to our sales organization by my exhibitor friends.

Sincerely
Al Lichtman



50 Number 20 SEPTEMBER 16, 1953
Sections: Section One

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Coloring PHYSICAL THEATRE

DR. LEO'S REPORT ON THE AMERICAN FEMALE!

(And females all
over the world)

From 9 to 90 the ladies will love these great M-G-M pictures screened last week at M-G-M's "SEE FOR YOURSELF" Conference in California. SEE FOR YOURSELF at the nation-wide Trade Shows. No woman could resist these M-G-M Big Ones:



"Do you
dream of
movie stars?"

"Just
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stars
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"MOGAMBO"—Girls from 9 to 90 get Technicolor goose-pimples at the battle of the sexes, as well as at the battle of the gorillas. Better than "King Solomon's Mines." Clark Gable, Ava Gardner are sensational. Filmed on safari in Africa, greatest of them all!

"KISS ME KATE"—Those famed love songs by Cole Porter that make the ladies swoon are even more romantic in M-G-M's BIG Technicolor production of the famed stage hit of two continents. Kathryn Grayson, Howard Keel (*those "Show Boat" sweeties*) ecstatically reunited. Sure-fire feminine!

"ALL THE BROTHERS WERE VALIANT"—Oh! how the ladies will love this swashbuckling Technicolor adventure spectacle. Brother against brother for a beautiful bride. Whale hunts, South Sea romance, pearl fortunes—its got everything! Star power: Robert Taylor, Stewart Granger, Ann Blyth.

"TAKE THE HIGH GROUND!"—High, wide and handsome AnSCO color entertainment starring Richard Widmark, Karl Malden and beautiful new favorite Elaine Stewart. Mothers, sisters, sweethearts will watch this stirring, funny story of their lads in the training camps with fascinated enjoyment.

"ESCAPE FROM FORT BRAVO"—Feminine hearts will flutter when a Southern belle secretly helps the escape of prisoners and yields to romance. AnSCO color wilderness backgrounds. Savage Apache sequence. William Holden, gorgeous Eleanor Parker, John Forsythe and cast of hundreds.

"TORCH SONG"—The star beloved by all women Joan Crawford co-starring with Michael Wilding follows her "Sudden Fear" triumph with a powerful romance in which the man you'd least expect her to fall in love with gets under her skin. Joan for the first time in Technicolor is marvelous!

"EASY TO LOVE"—A holiday treat that every guy will *have* to take his gal to see. It's Esther William's top Technicolor attraction, musically joyous, brilliant in spectacular wonders. Filmed in Cyprus Gardens, Florida in the magnificent M-G-M manner. Van Johnson and Tony Martin both in love with Esther!

"RHAPSODY"—No woman could resist this powerful love story of the musical world, with its Continental backgrounds, filmed in Technicolor. Elizabeth Taylor as the wealthy girl who *must* dominate her men. New star Vittorio Gassman and stage star John Ericson as the men desperately in love.

PLUS MORE M-G-M BIG ONES! AND THE MEN WILL BE EQUALLY SOLD!



UNIFICATION of the armed forces hasn't extended to films, it appears. The navy won't let its personnel look at "From Here To Eternity" at its installations, but the army says it is okeh.



TEEN-AGE pickets in an eastern city became so vociferous in their demonstration demanding lower prices at a theatre that the court issued a restraining order. The pickets, who carried signs saying, "We can't stay 11 years old forever" (the price for children under 12 is 25 cents), also made use of eggs and tomatoes in their enthusiasm. Eventually, peace was restored, and the prices were lowered.



THE INTEREST shown by two individuals in a projection booth in the south wasn't purely technical. It seems that the two were prisoners who failed to answer the roll call. They were found, after a long search in the federal jail, hiding in the projection booth eating candy bars.



THE EXPANDING audience for 3-D took on additional followers when a scientist declared that chickens react to 3-D movies exactly as human beings. So now all that has to be done is to educate the hens to go to the theatre regularly and to find some way they can pay in money, not chicken feed.



A WESTERN drive-in advertises: "Kiddies free. If you don't have any, bring your neighbor's."

—H. M. M.

I N D E X

VOLUME 50, No. 20 SEPTEMBER 16, 1953

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THE COVER PHOTO

Kay Westfall, WNBQ-TV, interviews Lester B. Isaac, general manager of exhibition, Cinerama unit, Stanley Warner Theatres, during the Chicago premiere of "This Is Cinerama," Eitel's Palace.

EXHIBITOR

Vol. 50, No. 20



SEPTEMBER 16, 1953

Good Luck — Spyros P. Skouras

WHEN THE history of the motion picture industry is written, Sept. 16, 1953 will loom as one of the trade's most important dates, for tonight in New York City "The Robe," in CinemaScope, makes its bow.

THIS IS not just the case of a big picture getting a lavish premiere, but on the success of this production rests the future of not only a company but to a degree the entire industry. For that reason, the eyes of everyone within the business will be directed on the presentation at the Roxy, the first full length motion picture filmed in CinemaScope.

NEVER BEFORE has a company placed its entire future in one basket in such fashion, but 20th Century-Fox is so certain that its shift to the new process will mark such a successful step in screen presentations that it has completely ended shooting of other types of pictures in its own studios.

WHEN PRESIDENT Spyros P. Skouras made the decision, he was backed by his entire organization. Since that time, enthusiastic exhibitors have seen samples of CinemaScope in this country and abroad, and have joined the parade.

TONIGHT, IN New York City, the answer to the question—how big is "The Robe" and just how important can CinemaScope become in the trade's future—will be answered.

THERE is every reason to believe, however, that by the time the performance is over, a new day in exhibition and production will be born.

WE JOIN with the entire industry in wishing President Skouras and 20th-Fox the best of luck.

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tonight.....

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EVENT IN
59 YEARS OF
MOTION PICTURE
HISTORY!**

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Premiere
ROXY theatre
New York*

20th Century-Fox proudly presents

THE FIRST MOTION PICTURE IN

CINEMASCOPE

THE MODERN MIRACLE YOU SEE WITHOUT GLASSES

The Robe

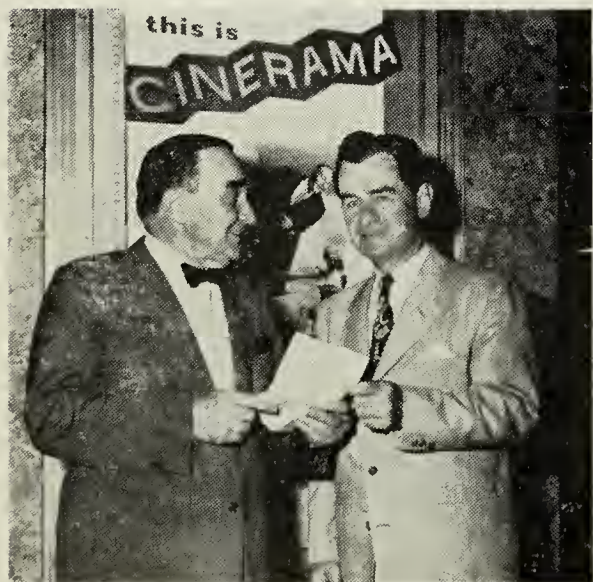
TECHNICOLOR



A SCOTTISH BAGPIPE BAND FROM THE AMERICAN LEGION HELPS BALLYHOO THE SUCCESSFUL OPENING OF CINERAMA AT EITEL'S PALACE, CHICAGO.

Cinerama Enters A New Phase

The Entrance of Stanley Warner Into The Company Picture Should Mean A New, Progressive Expansion



Dr. Dan Poling, editor, The Christian Herald, presents Lowell Thomas, president, Cinerama Productions Corporation, with a citation for "This Is Cinerama" on the occasion of the changeover from the Broadway, New York, to the Warner.

FINAL court approval of the deal whereby Stanley Warner assumed the production and exhibition reins of Cinerama for five years cleared the way for the new medium to move full speed ahead, and the agreement brought into the Cinerama operation men with the years of experience and executive ability necessary to insure the projection technique of the fullest success.

Sensational business in New York during Cinerama's initial engagement at the Broadway emphasized that here was a partial answer to the craving of an entertainment hungry public.

The crowds continued to flock when "This Is Cinerama" switched to a new, permanent home at the Warner.

This success was certainly not restricted to New York, as was evidenced by the enthusiastic public response to later openings at the Warner Hollywood, Los Angeles; Eitel's Palace, Chicago, and the

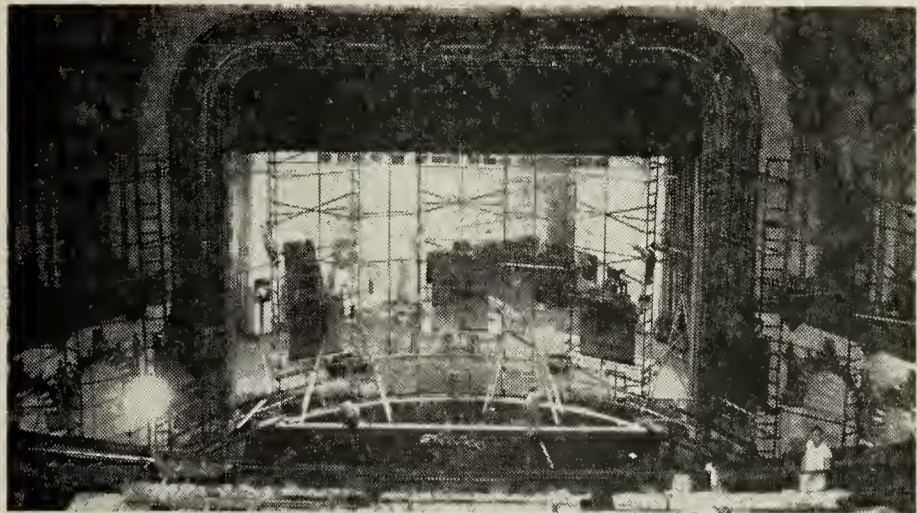
Music Hall, Detroit.

Instrumental in bringing the deal with SW to a successful conclusion and insuring Cinerama the financial wherewithal and experienced leadership needed were officers of Cinerama Productions Corporation, Lowell Thomas, president, and Louis B. Mayer, chairman of the board, and officers of Cinerama, Inc., Hazard Reeves, president, and Fred Waller, chairman of the board.

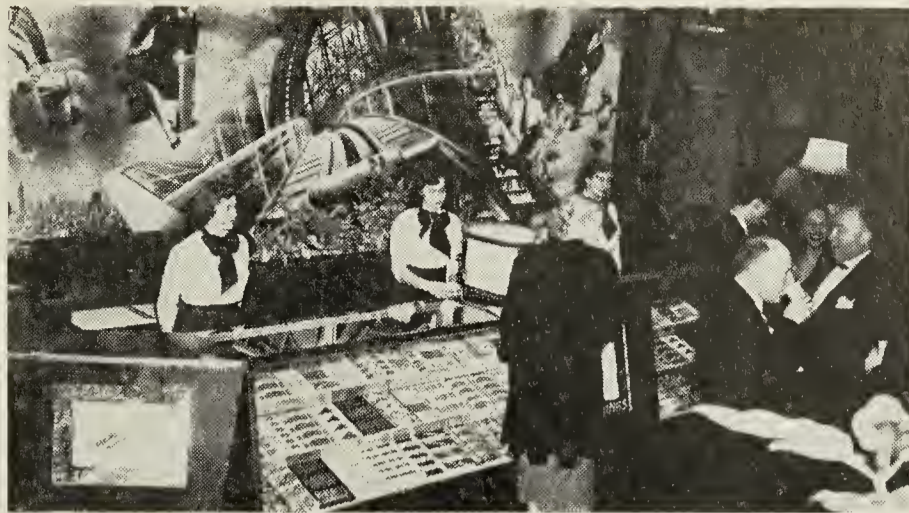
The first opening under the SW banner will be at the Boyd, Philadelphia, and Lester Isaac, general manager of exhibition for the Cinerama unit, Stanley Warner Theatres, will have overall charge.

John Joseph will handle publicity and advertising, and Lynn Farnol will continue as Cinerama consultant to SW.

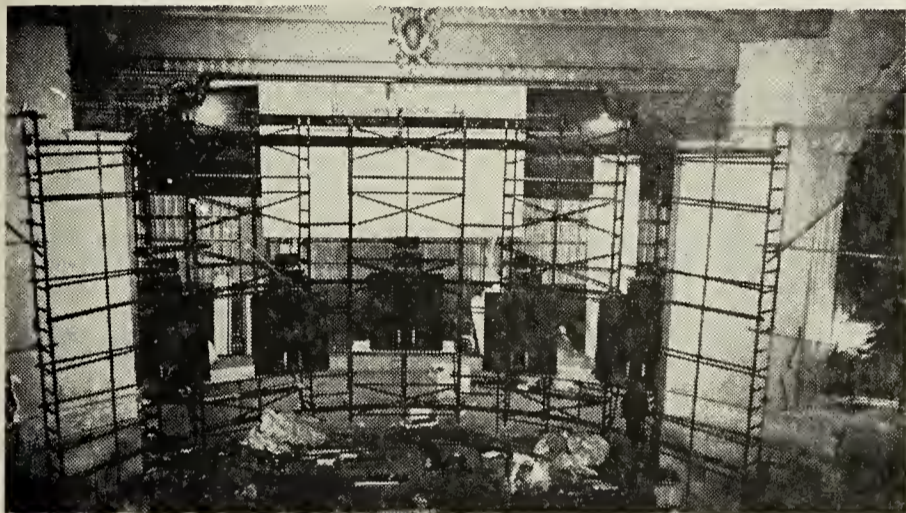
The knowhow which accompanied the entrance of Si Fabian and Stanley Warner into the Cinerama picture should serve as a spark.



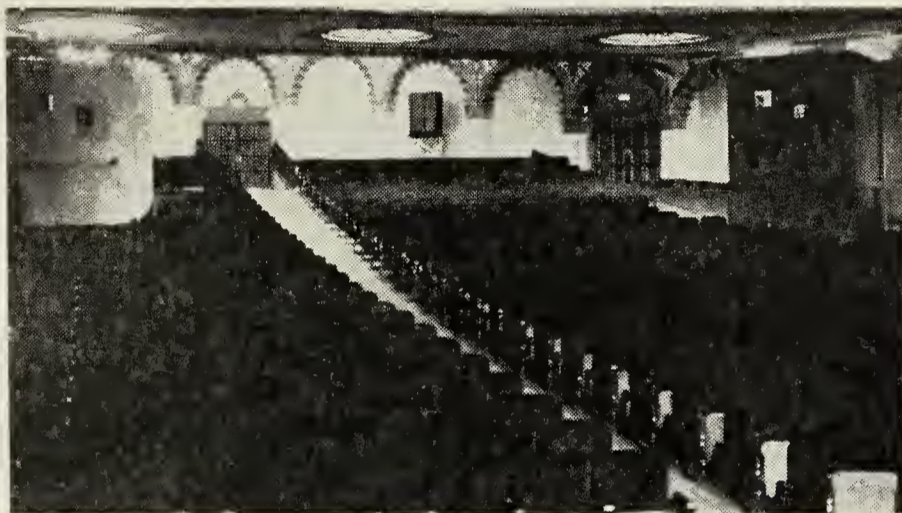
The stage of the Warner Hollywood, Los Angeles, is prepared for installation of the Cinerama screen. Visible are three speakers situated behind the screen and two auditorium speakers to provide directional sound.



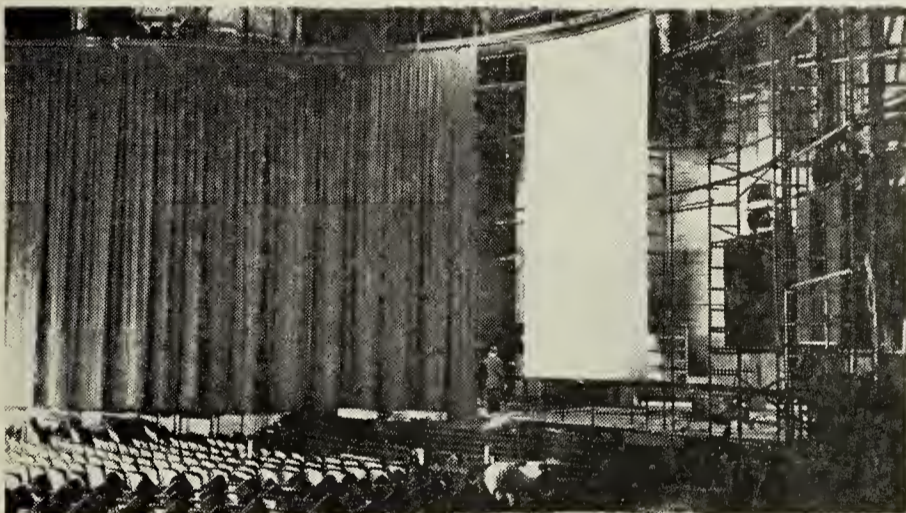
Business booms at the refreshment stand during the Cinerama premiere at the Music Hall, Detroit. Seen behind the stand is an action-filled mural giving theatregoers some idea of the thrills supplied by "This Is Cinerama."



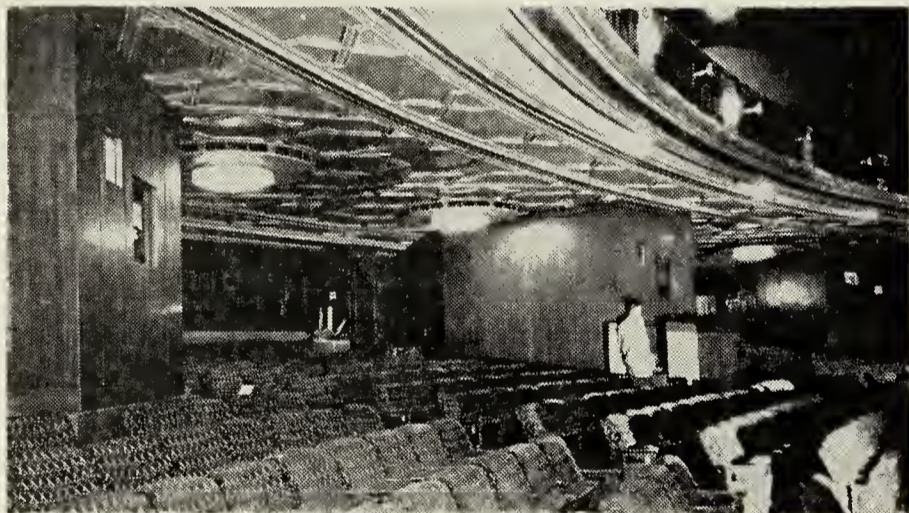
The Cinerama screen is installed on the huge stage scaffolding, taking up the entire width of the Warner Hollywood. The screen's size makes it necessary to assemble it sectionally, and curvature must also be exactly planned.



An entirely different view of the Los Angeles house shows it after installation is complete. Seen are two of the three Cinerama projection booth. The necessity of locating booths at the ground level eliminates certain seats.



The Detroit Music Hall is a scene of disorder and confusion during the first stages of Cinerama installation, but the stage will soon house a huge screen.



The same Music Hall after installation is complete presents a different and neater picture, with all three projection booths visible on the floor level.



Michigan's Governor G. Mennen Williams and Mrs. Williams join the host of civic dignitaries attending the Detroit bow of "This Is Cinerama."



Vernon Myers, publisher, Look magazine, presents Thomas with an award at the Detroit Music Hall premiere as Dick Osgood broadcasts.



Merian C. Cooper, co-producer, "This Is Cinerama," arrives at the Los Angeles opening of the new screen technique all smiles with his wife.

FROM

Until now, the biggest grosser in Columbia's history was "The Jolson Story". "From Here To Eternity" is outgrossing "Jolson" by an almost unbelievable margin.

In not one single situation has the gross been anything but tremendous. There are no soft spots, no alibis. The recent heat wave had no effect. Whether you check Chicago or San Francisco, Dallas or Miami, Eagle

TO

HERE

River, Wis., or Owensboro, Ky., the story is the same: new records, smash business, indefinite holdovers.

It is heartening to us--and to the industry --to know that the payoff in our business still exists for fine entertainment. Give them the kind of pictures they want and the American public--bless 'em--will still beat down your doors.

BRNITY

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Distribution

Lippert men hold a series of regional meetings (page 10).

20th-Fox reports that its shorts sales are making a record in the "Al Lichtman Testimonial" (page 21).

MGM adds more prize money for exhibitors on its "Lucky 7" showmanship contest, beginning with "Mogambo" (page 18).

Exhibition

The Census Bureau reports a decline in amusement taxes for a 32-state area (page 12).

The trade awaits the bow of "The Robe" in CinemaScope in New York City tonight (Sept. 16) (page 12).

More Chicago theatres make their peace with the IATSE (page 22).

Allied States Association announces its Oct. 5-7 Boston convention schedule (page 22).

International

A survey in Canada shows that many kinds of business boosting devices and games are being used (page 14).

A deal for the manufacture of Pola-Lite 3-D glasses is completed in England (page 20).

The J. Arthur Rank English companies show a greater profit (page 20).

Legal

A suit about "Robinson Crusoe" is filed on the west coast (page 16).

Polaroid's motion to transfer the action against it is denied in Delaware (page 20).

Mel Konecuff

The debut of "Moropticon," a new process for showing 3-D with only one machine, but with glasses; an interview with George Seaton, and some conversation with Frank Ross, who produced "The Robe," come in for attention (pages 10 and 18).

Production

United Artists announces that it will produce 48 features in a variety of processes in the new season, with 32 in color, and that it will back this lineup with increased advertising (page 12).

Herbert J. Yates, president, Republic, sees a need for a greater understanding of TV as it affects the business, and foresees prosperity (page 16).

Technical

Natural Vision cuts the price of its 3-D equipment in order to increase the number of houses using the third dimension (page 16).

All the booths for the TOA-TESSMA convention in Chicago in November have been sold out (page 21).



Seen, left to right, are EXHIBITOR's Mel Konecuff, "Popeye," impersonated by his screen voice, Harry Foster Welch, and Oscar Morgan, Paramount general sales manager in charge of short subjects, all enjoying Popeye's spinach at the recent New York cocktail party on the occasion of the 3-D short, "Popeye, The Ace Of Space."

Broadway Grosses Topped By "Eternity"

NEW YORK—Business in the Broadway first-runs was generally satisfactory, according to the weekend report.

"From Here To Eternity," Capitol, again was registering in the top brackets, with "Roman Holiday" continuing strong at the Radio City Music Hall.

The Roxy closed for a couple of days to get ready for "The Robe," in CinemaScope, which opens at the house tonight (Sept. 16).

The complete breakdown, according to usually reliable sources, follows:

"ISLAND IN THE SKY" (WB). Paramount, with stage show, claimed the opening week would tally \$59,000.

"ROMAN HOLIDAY" (Para.). Radio City Music Hall, with stage show, announced \$98,000 for Thursday through Sunday, with the third week sure to hit \$145,000.

"I, THE JURY" (UA). Criterion reported \$20,000 for the fourth week of this 3-D attraction.

"THE SWORD AND THE ROSE" (RKO-Disney). Rivoli anticipated \$13,000 for the fourth week.

"VICE SQUAD" (UA). Globe looked toward a \$20,000 third week.

"THE WAR OF THE WORLDS" (Para.). Mayfair claimed the fifth and last week would reach \$15,000.

"STALAG 17" (Para.), Astor dropped to \$17,500 on the 11th week.

"RETURN TO PARADISE" (UA). Loew's State expected the opening week to near \$35,000.

"FROM HERE TO ETERNITY" (Col.). Capitol claimed \$120,000 on the sixth week.

"THE MOON IS BLUE" (UA). Victoria expected the 10th week to reach \$17,000.

Lippert Men Meet

HOLLYWOOD—Arthur Greenblatt, Lippert general sales manager, last fortnight began a series of four regional meetings to be attended by all 28 Lippert distributors. Robert A. Lippert addressed sessions and outlined special sales policies for "Sins Of Jezebel" in Los Angeles, Chicago, and New Orleans.

The New York meeting is set for today and tomorrow (Sept. 16 and 17).

New York News Letter

— By Mel Konecuff —

SEVERAL HUNDRED REPRESENTATIVES of producers, distributors, exhibitors, and the press gathered last week at the RKO 86th Street to witness the first



KONECOFF

public showing of "Moropticon", new single film process for 3-D films. Two reels were run off for the assemblage, one a series of wardrobe tests from "Kiss Me, Kate," made in Ansco color from answer prints while the other consisted of footage using one camera shot

around town several days prior to the demonstration at the RKO house.

The footage shown was not the best for the test, but it did demonstrate that the system has potentialities and possibilities. Fox intends taking the equipment to the coast this week for demonstrations at the studios under better conditions.

Somewhat similar to the Nord system in result, the following is claimed for "Moropticon":

For exhibitors: Each theatre using the system will get an attachment for each projection machine which will permit one machine to show a 3-D film and run as in normal 2-D fashion, and there will be no eyestrain due to improper synchronization. Large reels, special rewind equipment, interlocks, filters, etc., will be eliminated, nor will more than the normal number of men be needed in the booth. Electricity consumption will be lower, and intermissions will be eliminated, two very important considerations.

A highly reflective screen and viewing spectacles will still be needed, but it can be installed in any size theatre in about an hour, after which one minute is all that is needed to convert from 2-D to 3-D. Fox claimed further that there would be an increase of 10 to 12 per cent in the light over the normal two strip presentations, due to the prism arrangement in the attachment. He expected that the price for theatre installation would enable the smallest theatre to buy the set-up with ease.

Delivery will get under way in four to five weeks, and 1,000 sets per week are expected to emerge from factories abroad already converted and tooled. American plants would have been unable to handle the manufacture for at least another year or more.

For producers: The system will require only an attachment to any conventional camera, which will then take 3-D images

(Continued on page 18)

**THE FIRST 3-D MUSICAL IS A REAL
BOXOFFICE BONANZA FOR YOU!!**

In **3-D** and color by Technicolor
**THOSE REDHEADS
FROM SEATTLE**



Songs
Take Back Your Gold
Chicka-Boom
I Guess It Was
You All The Time
Baby, Baby, Baby
Mr. Banjo Man

starring
**RHONDA
FLEMING**

**GENE
BARRY**

**TERESA
BREWER**

**GUY
MITCHELL**

**AGNES
MOOREHEAD**

**THE
BELL SISTERS**

Written for the Screen by **LEWIS R. FOSTER,**
GEOFFREY HOMES and **GEORGE WORTHING YATES**

Directed by **LEWIS R. FOSTER**
Produced by **William H. Pine** and **William C. Thomas**

ALL PARAMOUNT! GET A DATE FOR LATE SEPTEMBER OR EARLY OCTOBER!

The smart showman is setting this show right now and getting his campaign ready to roll immediately to cash in on the goldmine of the first 3-D musical on the market...

Trade Awaits World Bow Of CinemaScope

Eyes Of International Industry On Premiere of "The Robe" At Roxy, New York, Tonight (Sept. 16); Tremendous Campaign For Film

NEW YORK—Leading dignitaries from every field of American life and the top personalities of show business will head an imposing roster of celebrities to the gala invitational premiere of the world's first CinemaScope picture, 20th-Fox's "The Robe", at the Roxy tonight (Sept. 16).

Among those who will attend the debut of the Technicolor spectacle will be two brothers of the President, Arthur and Milton Eisenhower; city notables led by Mayor Vincent R. Impellitteri, Bishop Fulton J. Sheen, Henry Ford, II, and others.

"The Robe" will provide the general public with its first opportunity to see the new dimensional photographic medium developed by 20th-Fox this year. Its world premiere will receive an unprecedented news, radio, television, newsreel, and foreign press coverage, as well as prime billboard space.

Top 20th-Fox representation at "The Robe" premiere will include President Spyros P. Skouras, and production chief Darryl F. Zanuck, and Frank Ross and Henry Koster, respectively, producer and director of the picture, and French inventor Professor Henri Chretien, whose anamorphic lens was developed into the CinemaScope process.

Professor Chretien, was the guest of honor at an Engineers' luncheon at the Waldorf-Astoria, attended by technical leaders in the field of motion pictures. The luncheon was arranged because Professor Chretien will be unable to attend the SMPTE 74th national convention that opens at the Statler on Oct. 5.

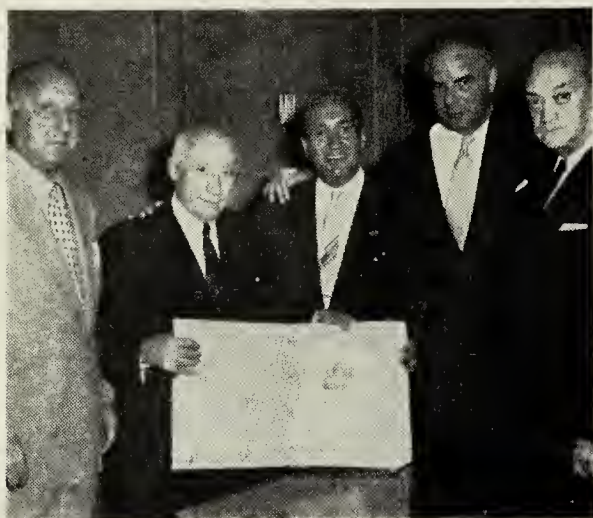
Vice-president D. F. Zanuck, who left by plane for Munich, Germany, to confer with Nunnally Johnson in connection with the CinemaScope production, "Night People," being made in its entirety in Germany, flew back in time to attend the world premiere.

Posters and billboards heralding the world premiere blanketed a 100-mile area around New York. The out-of-doors advertising campaign utilized 28-sheets, six, three, and one-sheets.

Credits to "The Robe" and its world premiere engagement were placed in view of millions as more than 1000 supermarkets in the greater New York area began featuring special window cards on the first CinemaScope production. The mass window display program is part of the tieup effected with the National Broadcasting Company and WNBT.

Golden To Europe

NEW YORK—Herbert Golden, film and television financial adviser, Bankers Trust Company, Rockefeller Center branch, left last week for Europe on a combined business and vacation trip.



The start of Paramount's "Adolph Zukor Golden Jubilee Sales Drive" was celebrated in New York recently with the presentation to the board chairman of a special album of trade press and other clippings about the Variety Clubs International testimonial banquet for Zukor in commemoration of his 50 years in the industry. Seen, left to right, are Barney Balaban, Paramount president; Zukor; Harry Brandt, VCI banquet chairman; A. W. Schwalberg, president, Paramount Film Distributing Corporation, and E. K. "Ted" O'Shea, distribution vice-president.

Census Bureau Files Amusement Tax Report

WASHINGTON—The U. S. Census Bureau reported last week that 32 states collected \$12,834,000 in amusement taxes in the year ending on June 30. In the 1951-52 fiscal year, 32 states collected \$13,940,000. The motion picture industry accounts for the great bulk of collections.

In the 1948 fiscal year, amusement tax collections saw 33 states taking in \$17-159,000 from this source.

The largest collections were reported by Washington, \$3,652,000; Nevada, \$2,004,000; New York, \$1,918,000, and Kentucky, \$1,601,000. Other large collections were reported by Illinois, Maryland, Mississippi, South Carolina, Tennessee, and Texas.

The report did not include states which include admission taxes as part of a general sales tax, unless they were reported separately. The Bureau also reported that 36 states levied license taxes on amusement establishments, taking in \$5,066,000 from this source. This compares with \$5,044,000 reported by 37 states in the previous fiscal year.

The Bureau also disclosed it was attempting to collect figures indicating the total dollar volume of motion picture theatre business and the total number of admissions. Figures are already being collected for 1953, and will be the only two figures collected by the Bureau. They will be based on a sampling of theatres rather than on a survey of all theatres.

The two items are already being collected from a sampling of smaller theatres, and will be supplemented by information from all large circuits and many larger independents.

Memphis House Burns

MEMPHIS—The Strand, Moorehead, Miss., burned to the ground with damage estimated at \$30,000.

All Processes Due On UA Schedule

NEW YORK—Forty-eight features in a variety of film processes will be released by United Artists during the next 12 months, it was announced by William J. Heineman, vice-president in charge of distribution, last week.

The schedule includes 32 films in color. There will be a minimum of six UA features in 3-D, at least one in CinemaScope process, and as many in the wide-screen method as demand requires.

Twelve films will be released during October, November, and December of this year.

Of the 36 films to be released next year, 12 are now nearing completion, 17 will go into production by the end of this year, and seven will be started early in 1954. These seven are: "Vera Cruz", a Technicolor production, starring Burt Lancaster, and produced by the Harold Hecht-Burt Lancaster company; "The Silver Chalice", a Technicolor version of Thomas Costain's best-seller, to be produced by Victor Saville; "Don Quixote", to be produced by S. P. Eagle in Technicolor and wide-screen; a second S. P. Eagle production, "The Witness", by playwright Arthur Laurents; two Edward Small productions in color, "Timbuktu", to be directed by Stuart Heisler, and "King Solomon And His Thousand Wives", and a film to be produced and directed by Anatole Litvak.

The 12 productions already completed or nearing completion for release next year include two in 3-D: "Camel Corps", producer Edward Small's Eastman color, wide-screen adventure drama, starring Rod Cameron, Joanne Dru, and John Ireland, and directed by Ray Nazarro, and "Ring Around Saturn", Nassour Brothers production featuring electrically-animated puppets, filmed in Eastman color and wide-screen.

The other 10 films in this category are: "The Million Pound Bank Note", starring Gregory Peck in a Technicolor adaptation of the Mark Twain story, directed by Ronald Neame, produced by John Bryan, and made in association with the J. Arthur Rank Organization; "Personal Affair", starring Gene Tierney, Leo Genn, and Glynis Johns, produced by Antony Darnborough, and directed by Anthony Pelissier, from a screen play by Lesley Storm; "Star Of India", a wide-screen Technicolor spectacle starring Cornel Wilde and Jean Wallace, produced by Raymond Stross, directed by Arthur Lubin and written by Seton I. Miller; "Beachhead", an Aubrey Schenck drama in Pathecolor, starring Tony Curtis and Frank Lovejoy, produced by Howard W. Koch, and directed by Stuart Heisler; "Americano", a Robert Stillman production in wide-screen and Eastman color, starring Glenn Ford, Arthur Kennedy, and Cesar Romero under Budd Boettiger's direction; "The Story Of William Tell", starring Errol Flynn and Bruce Cabot in Pathecolor, produced by J. Barrett Mahon, and directed by Jack Cardiff in CinemaScope; "Mask Of Gold", a Technicolor adventure starring Van Heflin and Wanda Hendrix, produced by Aubrey Baring and Maxwell Setton, and directed by Jack

(Continued on page 19)

"ALL THE DRIVE OF A .45 SLUG!" —Time Magazine

SOL LESSER presents

Vice Squad

THE EVIDENCE IS CONCLUSIVE:

"IT'S A SMASH!"

EXHIBIT A

DETROIT — Fox — **HOLDOVER! FIRST WEEK BEAT "AFRICAN QUEEN"!**

EXHIBIT B

CINCINNATI — Capitol — **HOLDOVER! YEAR'S BIGGEST GROSSER!**

EXHIBIT C

PHILADELPHIA — Goldman — **3 SMASH WEEKS!**

EXHIBIT D

CLEVELAND — Loew's State — **TOP BUSINESS!**

EXHIBIT E

BUFFALO — Shea's Buffalo — **SENSATIONAL!**

EXHIBIT F

SAN FRANCISCO — Golden Gate — **TERRIFIC GROSSES!**

**EDWARD G.
ROBINSON
PAULETTE
GODDARD**

WITH

K. T. STEVENS · PORTER HALL

Sam Williams · Edward Binns · Jay Adler · Joan Vohs

Produced by JULES V. LEVY and ARTHUR GARDNER

by ARNOLD LAVEN · Screenplay by LAWRENCE ROMAN

Another BIG ONE thru UA

The International Scene

Canada

Canadian Theatres Use Many Boosters

TORONTO—How to boost business in Canada? Well, there are the showing of good films and the sales of refreshments; some 10 per cent of exhibitors who answered a questionnaire have resorted to contests, while another 10 per cent has turned to premiums, according to a report released last week.

The contest field includes: "Foto-Nite", "Bank Nite", "Lucky Star", essay contest, amateur contest, "Hidden Names", kiddie carnivals, "Filmo", "Drive-o", "Household Quiz", "Krazy Races", "Autograph Nite", and "Treasure Chest Nite." Give-aways include cutlery, dinnerware, silverware, passes in popcorn, star photos, door prizes, gift notes, and flowers.

These gimmicks are being used more and more in the drive-in field, and are causing increased competition for patronage. Special occasions inspire gimmicks. For instance, mother comes in free on Mother's Day.

Optimism in the future of the industry was expressed by John J. Fitzgibbons, president, Famous Players, when he addressed a luncheon given in Toronto for the winners of the "Jackpot Jamboree Contest." Indicative of it, he said, was how the newspapers are adding writers who cover the film industry. In order to encourage more good theatres in this country, he said it was unwise to knock the opposition's pictures. There should be no criticism of others in our industry, he told the gathering of managers, and announced that in the same spirit of creating good for the industry, Famous Players was inviting independent exhibitors in Winnipeg to witness the demonstration of CinemaScope at the Capitol, part of Famous' regional meeting. Fitzgibbons said it must be recognized that there be better facilities and up-to-date equipment. Part of that thinking went into the signing of a contract with 20th-Fox for a number of CinemaScope installations. Morris Stein, general manager, eastern division, praised the work of Dan Krendel, district manager, who conducted the contest. He admitted there was nothing new about promotions or ballyhoo for theatres, but said there was a complete absence in the contest of eyewash, and there was tremendous sincerity. Only fault he could find was "an exaggerated sense of modesty" among the managers. Thanks were expressed by Art Cauley, Peterborough, to Dan Krendel for his leadership.

Canadian Comment

The new total of drive-ins in Canada stands at 175, of which 73 bowed in since the beginning of the year, was the figure released by the Canadian Motion Picture Distributors Association. One standard-type house, destroyed in a fire, has been rebuilt and reopened under a new



Joan Fontaine, starring in Paramount's "Casanova's Big Night," recently welcomed to the coast set J. R. Maynard, owner, Francais, Ottawa, Can.; Mrs. Maynard, and their daughter, Marilyn.

name by a new owner, which brings the number of roofed-in theatres bowing in since Jan. 1 to 32, and the overall total for new theatres to 105. Plans were announced for one outdoor theatre and two auditorium houses, making the figures 11 of the former and 21 of the latter now on the drawing boards. Under way at present are five drive-ins and 15 standard-type houses.

Newest house in Toronto to feature an art policy is the former College Playhouse, acquired by the All Nations Book and Film Service Limited. The 346-seat house has been renamed the Melody. In other changes S. C. Guy has bought S. Karby's Rex, Rivers, Man.; R. Rickner has taken over L. Roy's Alouette, L'Assomption, Que.; E. L. and D. Panar acquired H. R. Jackson's Annex, Edmonton, and W. A. Lebreque acquired Beaudry and Sansgret's Arena, Joliette, Que. Holy Name Society acquired the Legion, Georgetown, PEI. J. J. Baldwin, Grand, Melfort, Sask., reopened his other house in the community, the Plaza, and also opened is the 275-seat, six-day Casmo, the first in Stoney Plain, Alta.

Some figures have been computed on TV set sales in Canada. There are presently 574,811 sets in operation in the coun-



Seen at the recent Paris demonstration of 20th-Fox's CinemaScope at the Simplex-equipped Rex Cinema are, left to right, A. Gillet, Earl I. Sponable, 20th-Fox technical director, and Russell A. Muth, the Movietone News executive.

try. At present, TV stations are operating only in Ottawa, Montreal, and Toronto. The CBC, which operates the present ones, expects to have stations operating in Vancouver by the end of this year; from Winnipeg before next spring, and from Halifax in early spring. Meantime plans in the following centers call for stations within the next few months: Sudbury, London, Hamilton, Sydney, N. S.; Saint John, N. B.; Rimouski, Que.; Quebec, Windsor, Regina, and Calgary.

CINE CHATTER: Win Barron, Paramount director of public relations in Canada, has been named Dominion captain, "Adolph Zukor Golden Jubilee Salute." . . . Top trophy at the second annual golf tournament sponsored by the Canadian Picture Pioneers were given to the Famous Players foursome, Jim and George Georgas, Tony Saso, and Bob Eves. They were also presented with a \$25 merchandise certificate. Winner of the Famous Players trophy was Fred Cross for the individual low gross. The IATSE trophy went to Gurston Allen, who had the low individual gross in B Flight. . . . The Canadian Film Weekly trophy for individual low net, kickers' handicap with a sealed par of 72, went to George Altman, who broke the tie that also involved Jim McDonough and Al Madgett by drawing the highest card. . . . Lock Bleackley, vice-president and general manager, Perkins Electric, made a flying visit to the Vancouver branch. . . . George Ganetakos, United Amusements, and B. C. Salamis, both trustees, Greek War Relief Fund of Canada, were among those who met with representatives of the Ionian Islands Earthquake Fund in Montreal and formed a combined group. . . . Don Kirnlaw, formerly of the Mount Denis, Toronto, is now manager, Hollywood, Toronto, replacing Bill Watts, who has gone to the United States to manage a house. . . . New members of the Motion Picture Theatres Association of Ontario are two Ottawa exhibitors, Mrs. Maryan E. Roy, Remy, and Fred G. Robertson, Mayfair. . . . Jackie Marks, former Vancouver branch manager, IFD, has succeeded Max Scheine as Calgary branch manager. The latter has been moved to the Toronto sales territory. . . . John J. Fitzgibbons, president, Famous Players, is vice-president. Central Ontario Television Limited. The company in which Famous Players has a 50 per cent interest hopes to receive a TV license to operate a station in Kitchener, Ont. . . . Pierre de Bellefeuille is now assistant head, Canadian no-commercial distribution, National Film Board. . . . John R. MacDougall joined Cap Palmer Productions, Hollywood. He was a staff director with Associated Screen News since 1934. . . . "The Seven Deadly Sins", Cardinal, is in its 12th week at the Avon, Montreal, the longest-run film currently playing in Canada. . . . Calgary equipment dealer W. Gray Sharp spoke on new trade developments to the meeting of the South Calgary Kiwanis Club. . . . Lionel Gibbs was transferred from the Toronto office of Theatre Confections Limited to the Winnipeg office.

U-I executives concluded their sales meeting with Empire-Universal executives at the Royal York Hotel, Toronto.

(Continued on page 20)

Nights when the stars come down . . .

Nights now—lucky audiences are viewing modern movies as they sit in their cars—movies spectacular in close-up and depth of picture and sound—brilliant in color. Problems were met and solved before the public could have these innovations—many of them solved in co-operation with the Eastman Motion Picture Film Service.



Branches are located at strategic centers; inquiries invited. Address:

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East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

This Was The Week When

Loew's declared the regular quarterly dividend of 20 cents on the common stock. . . . John Bash Productions, Inc., New York, announced that it will produce three features annually, the first being "Roggie's Bump", with John Bash associated in this enterprise with Miss Elizabeth Dickinson. . . . WB's "Blowing Wild" had its world bow at the Majestic, San Antonio, Tex., followed by a saturation playoff in Texas. . . . Final plans for the 1953 TOA convention and trade show, combined with the TESMA trade show, were made at a convention meeting in Chicago.

"Little Fugitive", produced by Morris Engel and Ray Ashley, was selected for a Silver Lion Award by the Venice Film Festival as one of six pictures similarly honored. . . . Milton Rackmil, president, and Al E. Daff, executive vice-president, U-I, left on a trip around the world. . . . Norman H. Moray, WB short subjects general sales manager, announced that "Black Fury", a short filmed in Okefenokee swamp in Georgia, would be released in October. . . . Charles Simonelli, U-I eastern advertising and publicity department manager, and Jeff Livingston, eastern advertising manager, left for Hollywood for meetings on forthcoming pictures. . . . A meeting of the board of Monogram and Allied Artists was held at the coast studios. . . . RKO and Sol Lesser signed a new three-year distribution deal, continuing the arrangement for almost 14 consecutive years.

Holmden In New IA Post

NEW YORK—Harland Holmden, first vice-president, IATSE, was last week elected general secretary-treasurer by the general executive board. He succeeds William P. Raoul, general secretary-treasurer since 1945, who has been ill since last spring and who is prohibited by his physician from carrying out his official duties.

A member of Local 160, Cleveland, since 1938, Holmden was business agent of that union until he resigned to devote full time to the general office in New York, where he was serving as assistant international president, on appointment of President Richard F. Walsh, following the death of Assistant President Thomas J. Shea in January. He is a member of Local 225 and Stage Employees Local 41, Atlanta, Georgia.

"Crusoe" In Court Tilt

HOLLYWOOD—Mid-City Properties, Inc., last week filed a \$205,000 Superior Court suit demanding an accounting of and appointment of a receiver for the film "Miss Robinson Crusoe" against Eugene Frenke, United California Productions, Inc., and Eastern Films Enterprises. The suit charges that Frenke borrowed \$185,000 on property after making a \$41,000 loan to make the film. According to the complaint, conditions of the original loan agreement were violated when Frenke failed to notify the plaintiff of the alleged financial transaction. The plaintiff also is seeking \$5,000 profits it claims Frenke owes from "The Lady in the Iron Mask."

Sperling, Fregonese On Road

HOLLYWOOD—Producer Milton Sperling and director Hugo Fregonese, joining the parade of production executives to get out into the field to contact key showmen and representative citizen groups in selling new films, announced last week that they will each make an extended tour in connection with WB's "Blowing Wild." Mort Blumenstock, Warners' advertising and publicity head, has prepared special itineraries routing Sperling to the east and south, while Fregonese will tour the midwest and Pacific states, promoting the film made in Mexico.

Lichtman Drive Sets Mark

NEW YORK—More theatres in the United States and Canada showed 20th-Fox pictures during the first week of the "Al Lichtman Testimonial" than in any other similar period in the company's history, it was learned last week.

That was the official report communicated to the home office by division managers Herman Wobber, Harry Ballance, Moe A. Levy, Glenn Norris, Martin Moskowitz, Tom O. McCleaster, and Peter Myers, leading the testimonial. Exactly 17,116 theatres in the two countries presented a 20th-Fox picture that week. Included were 2,983 drive-ins.

20th-Fox Cuts Staff On Coast

HOLLYWOOD—With only "Pink Tights" and "Garden Of Evil" set for production at 20th-Fox before the end of the year, the studio last week announced plans to cut down its maintenance department 50 per cent in order to streamline operations, working in all departments with only a skeleton force.

Natural Vision Cuts 3-D Prices

HOLLYWOOD—Natural Vision Theatre Equipment Company announced last week that the price of complete 3-D projection booth equipment had been reduced. Milton Gunzburg, president, said, "The reduction to absolute cost was made in order to expand the number of theatres so equipped, and thereby expand the boxoffice potential of the 3-D medium." The price cut, effective immediately, is from \$890.40 to \$530, for a limited time only.

The reason for this slash in prices, according to Gunzburg, is that Natural Vision owns a percentage of nine pictures shot in the NV 3-D process, and the company will thus benefit from the increased grosses obtained by the expanded market for 3-D films.

Included in the Natural Vision list are: "Bwana Devil", "House Of Wax", "The Charge At Feather River", "Fort Ti", "The Moonlighter", and "Devil's Canyon", all in release. Still to be released are "Top Banana" and "Camel Corps", with "Cog" soon to go into production.



Rosemary Clooney, Paramount singing star and member of the Screen Actors Guild, AFL, hands a piece of Labor Day birthday cake to Elmer Rogers, member of IATSE Local 44, Prop Makers, AFL, at a recent coast studio party celebration.

Yates Sees Need For Understanding

HOLLYWOOD—Herbert J. Yates, Republic president, commenting on the company's future policy, last week predicted unparalleled prosperity for the industry and a period of cooperation among producers, exhibitors, and TV.

Republic will produce 20 "super-deluxe" features in 1953-54, at twice the cost of any similar number of films in company history, he said, and also stated that the market for B pictures and small westerns is finished. Of 8,000 theatres formerly sold in this line by Republic, 5,000 are closed, and the remainder "are in precarious condition."

Yates pointed out that many exhibitors had acquired TV stations and expressed the hope that others, wherever TV can be shown, will acquire such licenses rather than let them go to outside competitors with no investment in show business to protect.

He compared the need of film producers to go into TV to supplant reduced incomes with the necessity of exhibitors to go into the concession business to augment revenue. Motion pictures are necessary, said Yates, in theatres, and on home TV screens, and one cannot operate without the other. The Republic chief also said that it will take from 12 to 24 months to show whether production of the bigger deluxe pictures now being made will be profitable.

Yates lauded the fight for tax repeal, and warned that the entire industry will have a terrific fight on their hands to remove the tax. It was his opinion that a 10 per cent reduction would not be sufficient to keep distressed theatres open, and pledged the resources of Republic to help obtain relief.

Regarding the foreign situation, Yates pointed out that a majority of nations had blocked revenue to American producers placed unreasonable quotas on American films, and subsidized home-made films with government funds to enable them to compete in world markets with American films. He stressed the importance of film revenue from abroad.

The Republic head concluded his statement with the reminder that "the motion picture business is still a business for the optimist. The pessimist doesn't belong here."

All Roads Lead to . . .

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at the

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A CONVENTION where Open Forum and frank discussions on COMPO, Admission Tax, Wide Screen and 3-D, Pre-releases, Advanced Admissions, and Film Rentals pinpointed by Allied's well-known Film Clinics . . . are conducted in the OLD NEW ENGLAND TOWN MEETING fashion.

A TRADE SHOW that will hold the interest of every Exhibitor present including demonstrations by RCA—POLAROID — BALLANTYNE — MOTIOGRAPH—and discussions of every aspect of the changing of Projection Processes.

A Social Program

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A Two-Day Program of Entertainment for the Ladies

LUNCHEONS

NEW ENGLAND SHORE DINNER

by Coca-Cola

COCKTAIL PARTIES

by Pepsi-Cola

THE ALL INDUSTRY BANQUET ON OCTOBER SEVENTH

BEAUTIFUL PERSONALIZED GIFTS TO ALL REGISTRANTS

Konekoff

(Continued from page 10)

on the one strip of film. Greater flexibility in camera use is expected with the single camera, and more closeups are permitted. The prisms and lenses of the system separate the picture in such a way that it is impossible for the right and left eye image to interfere with each other in the taking and reproduction of the picture. The system can be used in color as well as black-and-white, and equipment for taking pictures will be made available to all producers on a world-wide basis at a nominal charge of \$50 per day. It will be available within two weeks in sufficient quantity to meet production demands.

Producers will also receive a 3-D viewer which will be part of the unit so that the director and cameraman can see exactly what they are shooting.

For the distributor: It will permit print costs to be almost halved, and prints can be handled in 2-D fashion with conventional reels, inspection, etc. Shipping costs will be greatly reduced, and inspection can be handled in normal fashion instead of being farmed out. The system will permit, via optical printing processes, the conversion of the 40 films already shot in the two-print version to the one-strip system so that they will be ready for the ready market expected almost immediately, while films shot in the "Moropticon" system can also be printed in conventional 2-D fashion, and released in regular fashion where necessary.

The film is printed sideways with two images in a single frame that measures 22mm. but this then is printed on regular 35mm. stock. The attachment on the projector takes care of straightening the images for the screen and providing the 3-D effect.

The world patents covering single camera production, laboratory, and printing on one strip of film and single machine projection in theatres are owned by a company called All Dimensions, Inc., of which former film producer Borres Morros is chairman of the board, having developed the system in Europe over the past three years. Fox is president and chief executive officer, and Richard Morros is vice-president.

Altec Service will take care of the installations.

PRODUCTION NOTES: George Seaton, writer-director of Bing Crosby's "Little Boy Lost", was in to plug the local premiere at the Rivoli on Sept. 21 under the sponsorship of the Overseas Press Club.

He announced that he and partner Bill Perlberg would co-produce "Bridge Of Toko Ri", scripted by Valentine Davies. This will be filmed in color by Eastman, to be printed later by Technicolor, and it will be shot in Japan, Korea, and aboard an aircraft carrier. Part of the film will be taken with a new wide angle lens developed at the Paramount studio, and shooting should get under way in January with Bill Holden set as one of the leads.

Come March 1, the team will go to work on "The Country Girl", which Seaton will write and direct, and which Perlberg will produce. Set thus far are Holden and Crosby. It will be filmed in black and white, and will be shot mostly at the studio, although there is a chance of some



Mr. and Mrs. Samuel Goldwyn recently arrived in New York after four months in Europe.

location work being done in New York.

Seaton and Perlberg have been visiting with exhibitors and newspapermen in various cities, and have been conferring on future projects with these representatives of the public, being guided on stories, casting, etc. He felt that these visits were highly beneficial and helpful. Soon they are to visit Texas for the opening of "Little Boy Lost" and to discuss this plus future projects with industryites and others.

How does he feel about 3-D? He says some subjects lend themselves to this medium and should be filmed in it, but they haven't got one. How about 2-D? This is still alive and kicking as evidenced by the recent lineup of boxoffice hits, he thinks, and it looks as though its here to stay. About stereo sound? This is very effective in some films, and he may record some scenes in "Bridge" in this medium. As a matter of fact, Seaton felt that if a satisfactory all-purpose screen could be found, all the media could live side-by-side with the various films produced in the one most suitable, and the public would accept this.

He reported that Hollywood was more optimistic than in some time, with employment on the increase. Most are waiting to see how CinemaScope is accepted both technically and from a popular viewpoint, after which there should be a great deal of activity. He and Perlberg have two more in addition to the two mentioned heretofore before their contract with Paramount, which calls for two features annually, expires. Incidentally, "Little Boy Lost" cost \$1,250,000, and budgets for "Bridge Of Toko Ri" and "Country Girl" will also go above the million mark.

THE METROPOLITAN SCENE: The Sept. 18 issue of *Colliers'* carried a two-page layout on Ingrid Bergman, "beautiful Italian matron." . . . The "Return To Paradise" outrigger canoe race was off due to a definite lack of outriggers. . . . Jerome Evans, prominent Indian authority and member of the U-I publicity department, has been appointed to the new retail advisory board of Store Events, Inc., which directs and books promotions in the major department stores for various groups of national manufacturers. . . . An okeh pressbook is out on "99 River Street."

MORE ON CINEMASCOPE: Frank Ross, producer of "The Robe," arrived in to work on the opening of the film at the Roxy, and told the press at a luncheon

that if he had to do it over again, he would. The use of CinemaScope, he estimated, takes one-third less time to shoot than ordinary filming, but lengthy rehearsal is required, and he thought the majority of films will be made in this process after "The Robe" is launched. He also estimated that they would cost less to make.

Ross, who bought the film rights to "The Robe" as an individual, when it was half-finished 10 years ago, made a deal some years ago with RKO to film it, and delay after delay was encountered until Howard Hughes took over control of the company and wanted no part of the project. After a number of other discussions with various production heads, he signed the present deal with Darryl Zanuck wherein he still retains a healthy percentage of the film.

He related that plans called for the film to go before the cameras in regular, normal 2-D fashion until several days before the starting date when the first pair of CinemaScope lenses arrived for experimentation. Ross admitted being scared at the start, not quite knowing how to work with the new medium, but Zanuck's enthusiasm caught on, and, after seeing the tests, Ross agreed to CinemaScope "The Robe."

The sequel to the film, "Demetrius And The Gladiators," is already completed with editing and scoring to be done. It took 46 days to shoot. It takes up where "The Robe" leaves off, and will probably be released in about a year to give "The Robe" sufficient time to play off. This cost \$2,500,000 as compared to over \$4,000,000 spent on "The Robe." The next remains a secret because it is in the public domain.

MGM Adds Prize Money

NEW YORK—Howard Dietz, MGM vice-president, last week announced that an added \$5,950 would be awarded in cash prizes in MGM's "Lucky 7" showmanship contests which will begin with "Mogambo" and continue for six consecutive releases.

The extra cash awards will go to managers and/or advertising men who create and carry out the winning campaigns. The winner in the over 100,000 population group will get an extra \$500 prize. In the 10,000 to 100,000 population group, the winning campaign creator will receive \$250. In the third group, under 10,000 population, the prize will be \$100.

These extra "personal" prizes will not disturb the original offer. In each population group and on each of the seven pictures, costs of the winning campaign will be paid for entirely by MGM when it is put into effect. These awards could run from hundreds to thousands of dollars.

To give all exhibitors a chance to attend the trade showings of "Mogambo" "Torch Song", and "Take The High Ground", first three of the "Lucky 7", the deadline for mailing campaigns has been set ahead two weeks.

Lichtman Drive Sets Record

NEW YORK—Official returns from 38 branches announced last week by 20th-Fox indicated that the first week of the "Al Lichtman Testimonial" developed a revenue exactly 43.3 per cent higher than that company's domestic weekly average for the prior 36 weeks of this year.

(Continued from page 12)

Lee; Edward Small's "Return To Treasure Island", in Pathecolor and wide-screen, written and produced by Aubrey Wisberg and Jack Pollexfen, directed by E. A. Duopnt, and starring Dawn Addams, Tab Hunter, and Porter Hall; "The Firebird," Sol Lesser's Technicolor film, featuring ballerina Ellen Rasch, Tito Gobbi, and an international cast of ballet and opera stars, produced by Lorens Marmstedt, and directed by Hasse Ekman, and "Challenge The Wild", Frank O. Graham's Eastman color documentary feature.

The 17 films to go into production include: "Bronco Apache", a Technicolor western starring Burt Lancaster, produced by the Harold Hecht-Lancaster company, directed by Robert Aldrich, and written for the screen by James Webb from Paul Wellman's novel; "The Golden Warriors", written by Budd Schulberg, which Elia Kazan is directing and S. P. Eagle is producing; "The Barefoot Contessa", produced and directed by Joseph L. Mankiewicz, with James Mason co-starred; "The Purple Plain", starring Gregory Peck in a Technicolor adventure drama by Eric Ambler from the E. H. Bates best-seller, with Robert Parrish directing and the J. Arthur Rank Organization associated, which Robert Rossen is writing, producing, and directing; "Captain Jan", producer-director Brian Desmond Hurst's screen version of the Jan de Hartog book; "Sitting Bull", Technicolor western starring Dennis Morgan and Boris Karloff, and produced by W. R. Frank; "Smoke Signal", an Aubrey Schenck adventure drama, and "The Life Of Chaim Weizmann", based on "Trial And Error", the autobiography of the first President of Israel, which Michael Powell and Emeric Pressburger are producing in association with Meyer Weisgal.

Five Edward Small productions, all of them in color, are included in the 17 films to start production during the next four months: "Return Of Zorro", starring Anthony Dexter; "Khyber Pass", starring George Montgomery; "Screaming Eagles", starring Rod Cameron and Tab Hunter under Ray Nazarro's direction; "Silver Dollar", with Jock Mahoney, Peggie Castle, and William Bishop under Fred Sears' direction, and "Cannibal Island", starring Lex Barker, which will be one of four 3-D films to go before the cameras by the end of this year. The other three are:

"The Long Wait", to be directed by Lesser Samuels, the second Victor Saville production of a Mickey Spillane detective thriller; "Space Station, U.S.A.", science-fiction drama which Ivan Tors will produce in SuperCinecolor, with Herbert Marshall and Constance Dowling starred, and "Million Dollar Diamond", starring Dennis O'Keefe, Louis Hayward, and Coleen Gray, produced by Steven Pallos and marking O'Keefe's debut as a director and screen writer.

The 12 films to be released by United Artists during October, November, and December are:

"Crossed Swords", Pathecolor swash-buckler starring Errol Flynn, and Gina Lollobrigida, written and directed by Milton Krims, and produced by J. Barrett Mahon and Vittorio Vassarotti; "The Steel Lady", an Edward Small presentation starring Rod Cameron and Tab Hunter, directed by E. A. Dupont; produced by Grant Whytock, and written for the screen by Richard Schayer from Aubrey Wisberg's story; "Beat The Devil", John Huston's production for Santana-Romulus, starring Humphrey Bogart, Jennifer Jones, and Gina Lollobrigida, with Robert Morley and Peter Lorre, directed by Huston from a screen play



Seen at the recent Hollywood premiere of Warners' "Island in the Sky" at the Hollywood Paramount are left to right, John Wayne, starring in the film, and veteran marine officers Captain Dean Caswell and Colonel Robert Moser.

by himself and Truman Capote, based on James Helvick's novel; "Dragon's Gold" an Aubrey Wisberg-Jack Pollexfen production written by the producers, and starring John Archer and Hillary Brooke; "The Village", Lazar Wechsler's production, starring John Justin and Eva Dahlbeck, directed by Leopold Lindtberg, written by David Wechsler and Kurt Fruh, and produced by Lazar Wechsler and Kenneth L. Maidment; "Shark River", filmed in color, starring Steve Cochran, and produced and directed by John Rawlins from an original screen play by Joseph Carpenter and Lewis Meltzer; "Act Of Love", produced and directed by Anatole Litvak for Benagoss Productions, starring Kirk Douglas, with Dany Robin and Barbara Laage, written for the screen by Irwin Shaw from Alfred Hayes' "The

Girl On The Via Flaminia"; "Song Of The Land," a color documentary produced and directed by Henry S. Kesler and photographed by naturalists Ed N. Harrison and Francis Roberts; "Captain John Smith and Pocahontas", Anthony Dexter and Jody Lawrence in Edward Small's Pathecolor presentation, directed by Lew Landers, written and produced by Aubrey Wisberg and Jack Pollexfen; "Riders To The Stars", an Ivan Tors science-fiction production in SuperCinecolor, starring Richard Carlson, William Lundigan, Herbert Marshall, Martha Hyer, and Dawn Addams, with Carlson directing from a screen play by Curt Siodmak; "Wicked Woman", starring Richard Egan and Beverly Michaels, and written, produced, and directed for Edward Small by Clarence Greene and Russell Rouse, and "The Scarlet Spear", in Technicolor, filmed in Africa, starring John Archer and Martha Hyer, and produced and directed by George Breakston and Ray Stahl.

Between \$4,500,000 to \$5,000,000 will be expended in all forms of advertising during the next 12 months in behalf of United Artists' program, it was announced by vice-president Max E. Youngstein.

Small In New TV Deal

NEW YORK—Television Programs of America, a new company devoted exclusively to the production and distribution of television films, has been organized with Edward Small as board chairman, it was announced last week. Milton Gordon is president, and Michael M. Silberman, former sales management executive, Ziv Television Programs, will act as executive vice-president. TPA will have a nationwide sales force.

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PEOPLE

NEW YORK—Morton A. Spring, first vice-president, Locw's International Corporation, announced last week the following reassignments of MGM posts abroad: Harry Bryman, formerly manager in Singapore, is now manager for Puerto Rico; Bronislaw Landau, formerly manager for Israel, is now manager for Singapore; Edouard Castro, formerly office manager in Tel-Aviv, is now manager for Israel, and David Ehrenfeldt, formerly acting manager in Puerto Rico, will shortly replace Seymour Moses, manager, Holland.

NEW YORK—Arthur J. Dunne was last week promoted to head, Paramount bidding department, succeeding Harold Beecroft, who resigned to enter business for himself. Dunne, with Paramount for 30 years, has worked for the company in various sales capacities, most recently as head, contract department. Benjamin Schectman, assistant to Dunne for the past four years, has been promoted to head, contract department.

HOLLYWOOD—Larry Shayne, professional manager, Famous Music Corporation and Paramount Music Corporation, subsidiaries of Paramount Pictures, was last week transferred here from New York to supervise the west coast activities of Famous and Paramount Music and to represent the music firms at the Paramount studio.

NEW YORK—John J. Cole has been appointed manager of west coast sales for Motion Pictures For Television, Inc., it was announced last week by E. H. Ezzes, vice-president and general sales manager. Cole will make his headquarters in the Los Angeles office of MPTV.

NEW YORK—Leo Abrams, associated with National Screen Service for many years, resigned his post last fortnight.

Polaroid Motion Denied

WILMINGTON, DEL.—Polaroid Corporation's motion to transfer to the U. S. District Court for the District of Massachusetts the declaratory judgment suit brought here by Multiplate Glass Corporation was denied last week by Chief Judge Paul Leahy, U. S. District Court for Delaware, who granted a motion by the plaintiff, Multiplate, to file an amended and supplemental complaint joining Loew's, Inc., as a plaintiff. In making the motion, Multiplate asserted that Polaroid's Massachusetts suit against Loew's is based solely on its use of spectacles made by Multiplate.

Judge Leahy also granted Multiplate's motion for an injunction restraining Polaroid from further prosecution of the Massachusetts suit against Loew's, filed on Aug. 7, 1953, until after termination of the Delaware action, and from "commencing or prosecuting any suit against any dealer, distributor, or customer of plaintiff, or user of plaintiff's product until after termination of this action."

In a counter claim filed on Aug. 17, 1953, Polaroid charged Multiplate with infringement of three of the four patents as to which Multiplate sought declaratory judgment of non-infringement or invalidity in its complaint filed on July 24 in the federal district court for Delaware.



Seen, left to right, are Luisa, Elsa, and Iris, Italy's beautiful models, on their recent arrival in New York on the first leg of a nationwide tour in behalf of IFE's new American language film, "Three Girls From Rome." The girls will show new Fontana fashions, and make appearances on radio, TV, and at store fashion shows.

The International Scene

(Continued from page 14)

The meeting between the executives headed by Alfred E. Daff, executive vice-president; Charles J. Feldman, general sales manager, and F. J. A. McCarthy, southern, and Canadian sales manager and the Empire-Universal executives headed by A. W. Perry, president, and Paul Nathanson, vice-president, was preceded by a dinner attended by over 100 outstanding circuit executives, film buyers, and bookers who gathered to meet Daff. Among those who participated were Leonard Brockington, president, Odeon Theatres of Canada, wholly-owned subsidiary, J. Arthur Rank Organization; Nat Taylor, president, 20th Century Twinex Circuit; Morris Stein, general manager, Famous Players Canadian Corporation, and David Griersdorf, general manager, Odeon Theatres.

—HARRY ALLEN, JR.

England

S. C. Fassoulis, president, Pola-Lite Company, announced a deal with the J. Arthur Rank Organization for the distribution of Pola-Lite 3-D glasses and the start of manufacture in the United Kingdom. Fassoulis stated that True View, Limited, has been licensed for manufacture, and that True View's plant for turning out lens material is now ready for mass production. G. B. Drayson, member of Parliament for Skipton, Yorkshire, is managing director of True View, Limited. The deal with the Rank Organization places foreign distribution of Pola-Lite 3-D glasses through the Rank subsidiary G. B. Kalee, Limited, of which Richard de Jong is managing director. The Rank company's deal gives them distribution in the United Kingdom, the European Continent, and Latin and South America, as well as other British possessions. The deal was arranged through the Rank chief executive, John Davis. The Pola-Lite all-plastic frames will be manufactured in England by the British Xylonite Group.

In London, a financial statement issued by Odeon Theatres, J. Arthur Rank operating company, revealed a net profit for the fiscal year ended on June 27 of 1,463,395 Pounds (\$4,097,506), compared

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

U-I

"East Of Sumatra"—East Indies meller has the angles.

20TH-FOX

"Thy Neighbor's Wife"—For the lower half.

WB

"The Moonlighter"—3-D draw should help fair outdoor film.

MGM

"Magambo"—Headed for the better money.

"Take The High Ground"—Well-made service training comedy drama offers plenty of merchandising opportunities.

COLUMBIA

"Slaves Of Babylon"—Interesting Biblical drama.

with 1,362,499 pounds (\$3,814,997) for the preceding year. The figure reflects tax adjustments and special profits arising from the disposal of fixed assets. Odeon will pay the full two-year dividend to June, 1953, on its six per cent preference shares, wiping out all dividend arrears. The company's bank indebtedness was reduced by 971,740 pounds (\$2,720,872), making a total reduction during the last four years of 10,481,583 pounds (\$29,348,432). Gaumont British and subsidiaries, including Cinema-Television, Limited, and others showed a net profit after tax adjustments of 596,811 pounds (\$1,671,070), compared with 625,384 pounds (\$1,751,075) for the preceding year. G-B paid its full preference dividend and seven and one-half per cent on its ordinary shares. British and Dominions Film Corporation showed a profit of 129,056 pounds (\$361,356), compared with 157,073 pounds for the preceding year. Its full preference dividend was paid, as well as five per cent on the ordinary shares, as compared with nothing in 1952.

In London, a checkup indicated that about 420 British theatres have been equipped for wide-screen projection, while some 100 houses have played 3-D productions.

Argentina

In Buenos Aires it was announced that the 10 members of the Motion Picture Association of America operating in Argentina have received permits to exhibit four films each. The 40 film grant is twice as large as any other made to American distributors since disagreements arose with the Peron administration.

Mexico

In Mexico City, 20 3-D pictures remained unreleased because of the edict of city officials prohibiting the reuse of viewers. Distributors say they cannot give out the viewers, and exhibitors say they are unable to comply with the ruling because of the ceiling on admission prices.

Italy

In Rome, Mario Zamba, Warners' manager, resigned to join DEAR Films.

SEC Files Report On Stock Changes

WASHINGTON—According to a report issued last week by the Securities and Exchange Commission, William J. German acquired 320 shares of Associated Motion Picture Industries, Inc., Douglas T. Yates acquired five shares, and Tonrud, Inc., acquired 21,172 shares. Samuel Yamin bought 200 shares of Decca Records, and Charles C. Moskowitz acquired 1,000 shares of Loew's, Inc.

National Theatres stock acquisitions included John B. Bertero, 1,000 shares; Peter Colefax, 200; B. F. Giles, 200; E. C. Rhoden, 2,000; Garden City Investment Company, Boot Hill Investment Company, and Rhoden Investment Company, 2,000. Y. Frank Freeman acquired 400 shares of Paramount Pictures. Decca Records took 37,500 and 36,900 shares of Universal Pictures Company, and disposed of warrants for 37,500 shares of that company.

The Harry L. Warner Trust disposed of, and the Jack L. Warner Trust acquired, 5,000 shares of Warner Brother Pictures, Inc.

Johnston Reports To MPEA

NEW YORK—The board of directors of the Motion Picture Export Association heard favorable reports on Spain and the Netherlands at a meeting last week attended by Eric A. Johnston, president. Indications from Spanish representatives were that formal negotiations on a new agreement will start in November. At this time, film shipments to Spain are suspended.

Word was received from Holland that the quasi-governmental Bioscoopbond had eased its opposition to American insistence that film rental terms be increased.

Johnston plans to make specific recommendations for joint action designed to extend the influence of United States films in the Far East.

UA Must Give Data

HOLLYWOOD—The United Artists Circuit was ordered last week by Federal Judge William C. Byrne to reveal documents for examination by the Metropolitan Theatres Corporation, operator, Orpheum, Los Angeles. UA, not a defendant, asked that the subpoena be "quashed" as information could be obtained from the seven distributors named in the \$300,000 anti-trust suit, but the judge denied the request. The plaintiff asked to search the records of Loew's State and the UA house in Los Angeles in an attempt to prove they made a profit while the Orpheum suffered a loss from 1949 to 1951.

Convention Booths Sell Out

HOLLYWOOD—Roy Boomer, TESMA secretary, announced last week that all the available 144 booths for the display of motion picture equipment have already been reserved by equipment and concession firms participating in the TESMA Trade Show, scheduled for Oct. 31 to Nov. 5 in Chicago. More than 100 firms have reserved exhibition space at the annual show to be held in conjunction with the convention of TOA and TESMA. Ray Coleman, TEDA executive director, announced that the equipment dealer's association will have a 100 per cent turnout at the convention.



Rube Jackter, Columbia assistant general sales manager, and Mrs. Jackter recently left New York's Idlewild Airport to begin a two-month tour of England, France, Italy and other areas.

Zukor Book Gets Gala Bow

NEW YORK—The publishers and editors of the motion picture trade press this week were guests of Paramount Pictures and its president, Barney Balaban, at a luncheon honoring Adolph Zukor, Paramount board chairman, on the occasions of the publication of his autobiography, "The Public Is Never Wrong", and the inauguration of the "Adolph Zukor Golden Jubilee Salute", 14-week sales drive commemorating Zukor's 50 years in the industry.

In addition to Balaban, company executives attending included: A. W. Schwalberg, president, Paramount Film Distributing Corporation; Paul Raibourn, Paramount Pictures vice-president; E. K. O'Shea, distribution vice-president; Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation, and others.

Publication date of "The Public Is Never Wrong", copies of which were presented to the luncheon guests by Zukor, is Sept. 28. Approximately one week later, Zukor will leave for a tour of European capitals in conjunction with the world-wide "Salute."

20th-Fox Short Sales Up

NEW YORK—20th-Fox announced last week in connection with its "Al Lichtman Testimonial" that the weekly report, submitted to executive assistant general sales manager W. C. Gehring and sales managers Edwin W. Aaron and Arthur Silverstone, showed that 783 women at 38 branches had directly been instrumental in placing on the booking books a total of 13,688 extra playdates on the short subject releases for the five weeks. These included 10,516 bookings on the "Terrytoons" and 3,171 on the "Movietone" short subjects. These extra bookings brought the five-week totals on the 38 branches' booking books for the five-week period to 67,873 on "Terrytoons" and 14,338 on the "Movietone" single-reel subjects.

"Movietone" shorts bookings set for the five weeks were 41.3 per cent above the weekly average.

3-D Total In U. S. Hits 4,558 Total

NEW YORK—Results of a national check, revealed last week, indicated that 4558 theatres in the country were equipped for showing of 3-D pictures.

Colosseum Talks Resumed in New York

NEW YORK—David Beznor, counsel for the Colosseum of Motion Picture Salesmen of America, announced last week that "no progress" had been made in negotiations for a new contract between the union and distributors.

Earlier, distributors had rejected salesmen's demands for a 10 per cent wage increase and a minimum of \$12 a day for expenses.

Lee Company To Use Color TV

NEW YORK—It was announced last fortnight that Theatre Network Television, taking the first step in the actual use of color TV for theatre telecasts, will present a closed circuit color telecast, previewing a new line of men's hats for the Frank H. Lee Company, Danbury, Conn., on a seven feet by five feet screen at the Hotel Plaza on Sept. 30. Nate Halpern, TNT president, said the telecast opens the way to color TV in theatres as soon as necessary equipment becomes available. Equipment for the Lee telecast will be obtained from CBS Laboratories and will be the field sequential "incompatible" type which has been used with excellent results in closed circuit telecasts of surgical operations and medical school demonstrations.

James B. Lee, president, Frank H. Lee Company, said the method may introduce a new concept in merchandising, "allowing buyers in stores all over the country to see a manufacturer's preview opening right in their own communities."

Drive-In Gets Title Bout TV

NEW YORK—The Commack Drive-In, Commack, L. I., last week became the first drive-in publicly to join the Theatre Network Television lineup booking the telecast of the Marciano-LaStarza heavy-weight bout. The Commack, outside the limit of 50 miles from Times Square, is selling tickets for the Sept. 24 event at \$3.60 per ticket, including tax, or \$14.40 per car, with the capacity of the car limited to four persons. The drive-in, operated by Saul Lerner, leased General Precision Laboratories theatre TV equipment.

Goldburg Sues On Negatives

HOLLYWOOD—Jesse L. Goldburg, veteran independent producer, last week filed suit in Superior Court against RKO to recover \$230,000 in damages because of the alleged failure of RKO to return to Goldburg 23 Bob Custer negatives produced by Goldburg for release to R. C. Pictures Corporation, predecessor of RKO, which succeeded to all interest of the former company.

The pictures were produced and financed by Goldburg about 25 years ago under the terms of a 20-year contract.

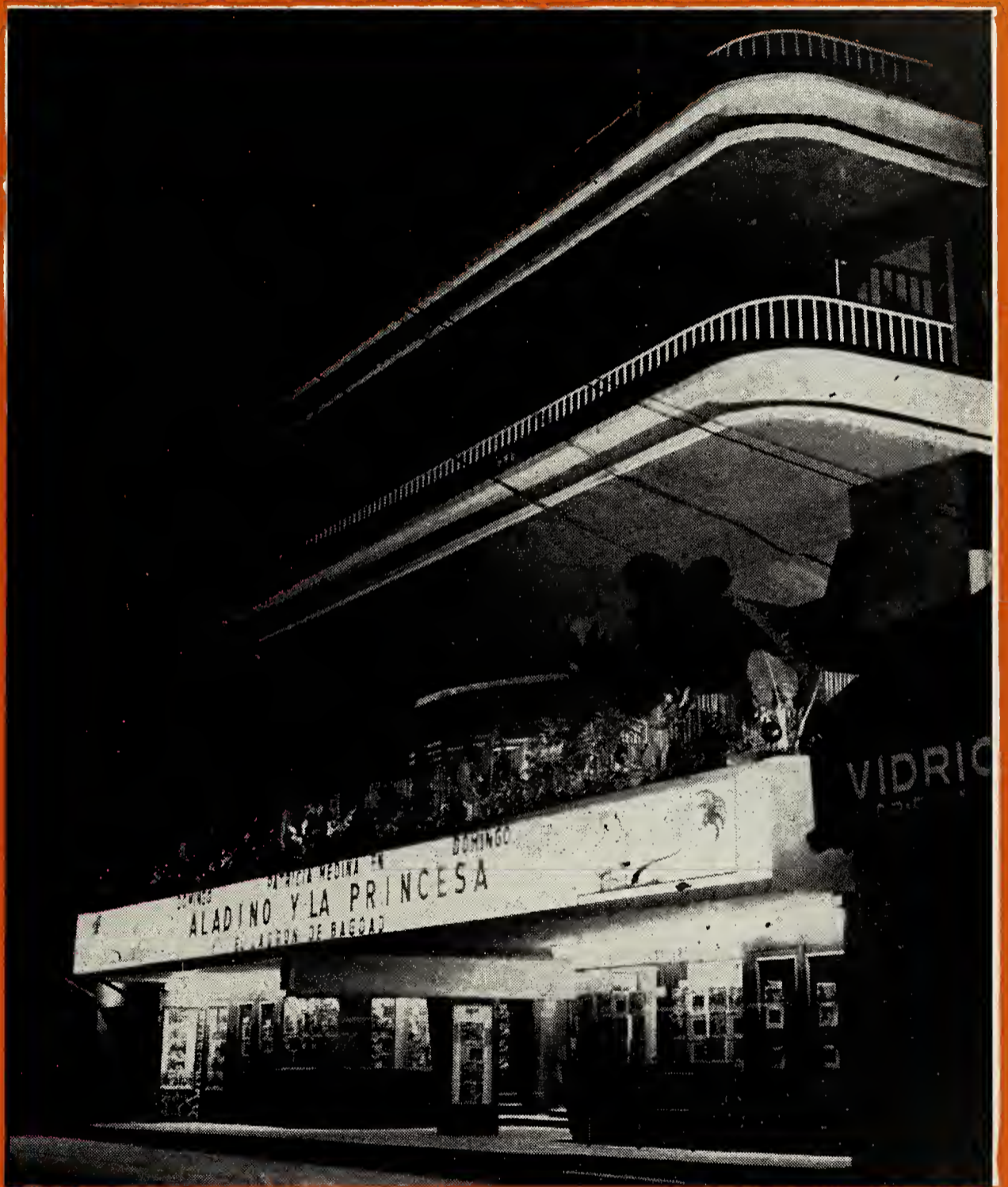
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The Cine Tropical in Acapulco, Mexico, is unique in that the entire theatre is constructed exactly like a conventional house except that it has no roof. Seating 3000 persons on three levels, the decorative treatment makes use of the beautiful tropical plants and trees common to the surrounding areas.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

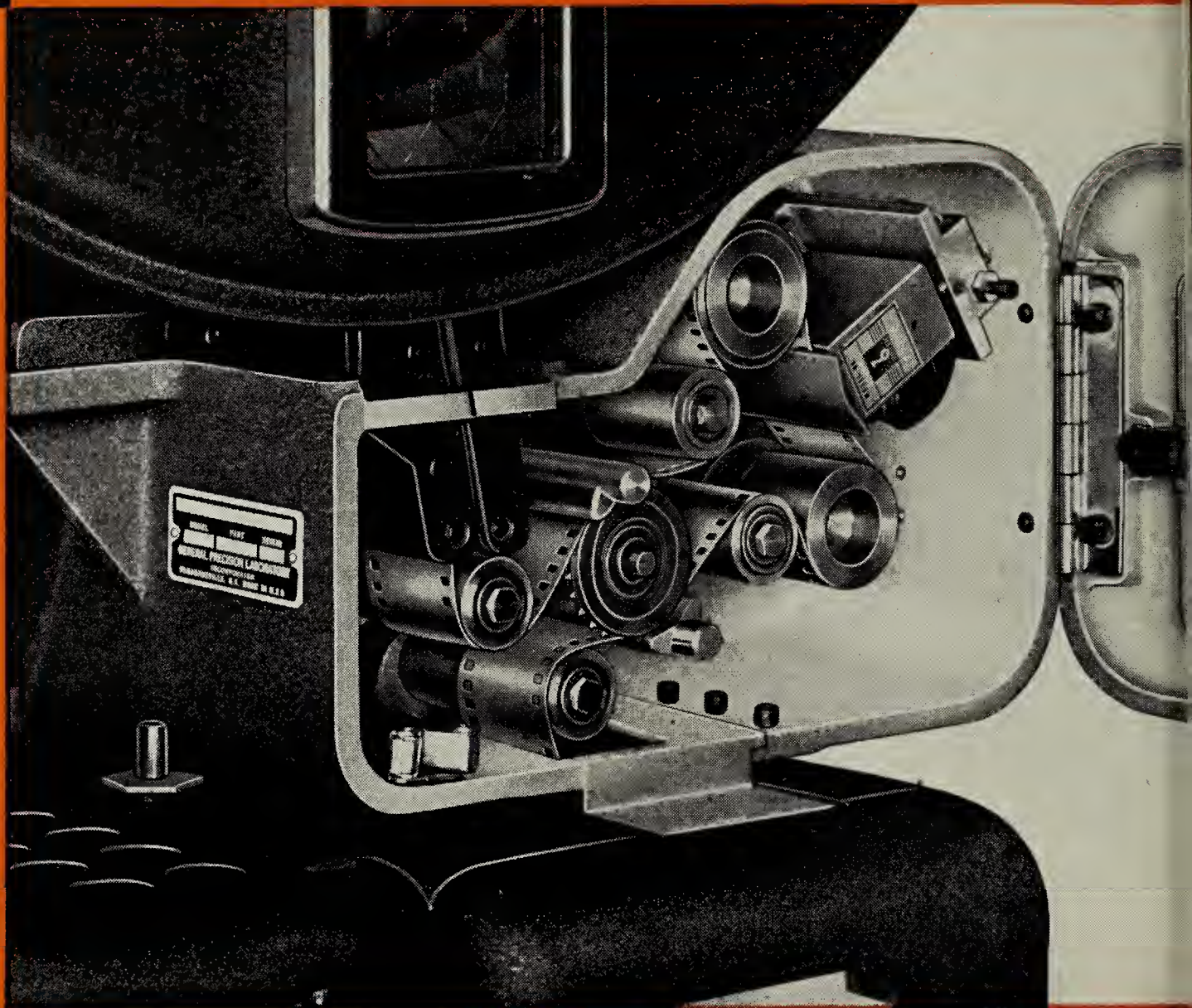
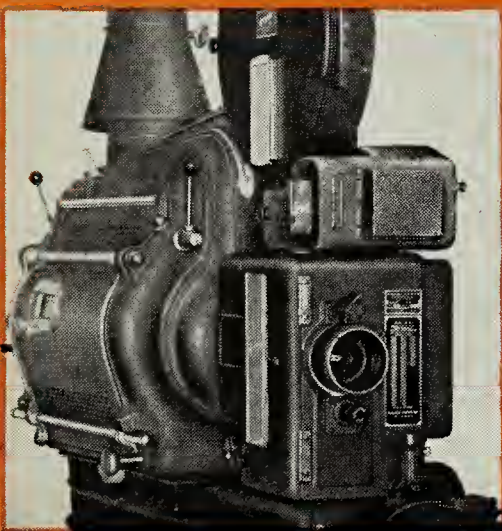
Arnold Farber, Editor

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THE SIMPLEX XL MAGNETIC REPRODUCER was exclusively chosen for all private showings and demonstrations of Twentieth Century Fox's "The Robe" to the Press and Exhibitors. This is the clearest indication of the superiority and perfect adaptability of the XL Magnetic Reproducer.

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...For Early Delivery!

YOU CAN'T *Sell 'Em* If You Don't **TELL 'EM**



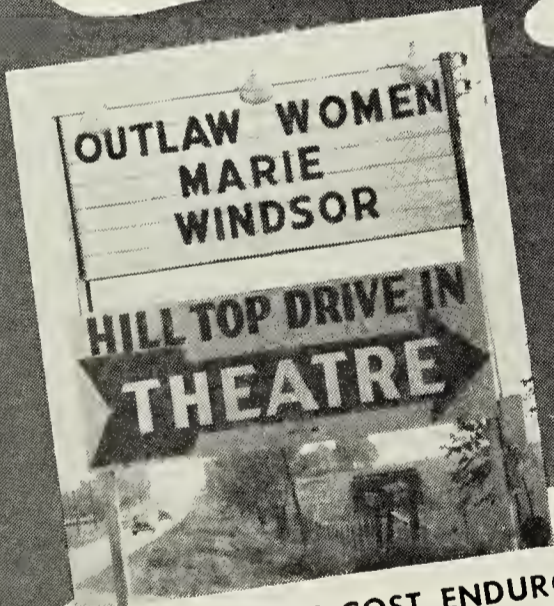
Every theatre must have an attraction panel that is large enough for plenty of powerful sales copy and enough letters to spell it out as you plan it, with a variety of sizes and colors to lend emphasis. Be proud of the appearance of your front. Theatres with these modern boards afford positive proof that they do bring in the business.

**EXCLUSIVE FEATURES MAKE
WAGNER PANELS AND LETTERS
THE MOST FAVORED**



WAGNER WINDOW-TYPE FRAMES AND GLASS UNITS

Because of their stronger construction, plus the fact that they can be installed before installing the glass, they are the only frames which can be built without limitation of size, and which can be economically serviced through open windows and without removing frames.



WAGNER LOW COST ENDURONAMEL PANELS FOR DRIVE-INS

Highly effective by doyltime, they may also be illuminated by floodlights, spotlamps or gooseneck reflectors. Consist of a series of best grade 18-gauge stamped steel panels, seven inches high, that comprise both the background and letter mounting arrangement. The uprights are of 18-gauge metal, galvanized after fabrication. An attractive 2" border is an integral part of the background. Two-thirds the cost of porcelain enamel. Newly developed baked enamel which by long, exhaustive tests has proved to be chip-proof, shock-proof, alkali-resistant, and salt spray resistant.

NOW CHANGEABLE COPY SIGNS CAN BE CHANGED WITH EASE

A mechanical hand facilitates the servicing of high panels, particularly those which heretofore could not be changed.

WITHOUT THE USE OF LADDERS!

This hand firmly grasps a Wagner letter and removes it or places it straight on the sign face by use of a tensioning lever at the end of the handle. It can be used only with Wagner letters.
10-ft. length (for signs with top row up to 16 feet), \$27.50.
14-ft. length (for signs with top row up to 20 feet), \$30.00. F.O.B. Oklahoma City.

Sold by Wagner theatre equipment and supply dealers everywhere.

WAGNER SIGN SERVICE, INC.

218 S. Hoyne Avenue

Chicago 12, Illinois

- Please send big free catalog on Wagner show-selling equipment.
- Please send literature on mechanical hand.

NAME.....
THEATRE.....
STREET.....
CITY & STATE.....

WAGNER TRANSLUCENT PLASTIC LETTERS

The easiest changed of all letters. The new type tapered slotting (Pat. Pending) causes the letter to "lock" on the bar and not be disturbed by even high winds. The only letters that can be stacked in storage without danger of warping. Five sizes in five gorgeous colors... the widest range on the market. Also slotted aluminum letters in the largest range of sizes, styles and colors.

LAYING IT

On The Line

Help Wanted

One of the first things that exhibitors asked for after the initial flood of new techniques subsided, was help in deciding just what their theatres needed in the way of screens, projection equipment, etc.

Heeding this call the Society of Motion Picture and Television Engineers offered to undertake a survey of the nation's theatres in order to compile much needed basic information. This task was started last May when questionnaires were mailed.

Although theatremen asked for this type of assistance, they have not given this very important and valuable undertaking their support. We believe that the job started by the SMPTE deserves the full cooperation of every branch of the motion picture industry. We are therefore turning over the rest of this column to an open letter from the SMPTE, and sincerely ask the reader to take heed.

Dear Exhibitor:

The burst of technical development in motion pictures during the early months of 1953 was welcomed with open arms by many among you because it seemed that one or another of the new processes was tailor-made to relieve your income difficulties. But there were also numerous others of your group who felt that things were moving too fast and that theatre owners themselves should be given an effective voice in deciding which processes would become the motion picture standards of the future.

SMPTE was asked to do something about the problem as this latter group saw it. Since the Society of Motion Picture and Television Engineers represents the engineering interests of all, it willingly accepted. It did two things—

First, it presented full professional demonstrations of all new processes during its national convention in Los Angeles in May. This was done with the enthusiastic support of all producing studios and many hundreds of motion picture people attended the six-day program.

Second, the Society invited every theatre owner in the United States to send in a modest amount of information about shape and size of the largest screen that each house could accommodate and thus to help SMPTE prepare a true picture of screen size and aspect-ratio capabilities of all American theatres.

When the returns had been accumulated, SMPTE was to tabulate the information, draw up a thorough engineering analysis and return a copy of all resulting conclusions directly to everyone who had sent in data. The complete story was also to go to every producing studio, and equipment company as well as every exhibitor organization, every equipment dealer and to every motion picture trade publication.

The plan was fine. The questionnaires went out on schedule. But everyone is still waiting because those who wanted action have failed to respond with anything like the expected enthusiasm.

(Continued on page PT-20)

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**GOLDE AUTOMATIC ENCLOSED REWIND
ALWAYS DEPENDABLE!**

The operators' favorite . . . silent and safe! U. L. approved. Eliminates fire hazard. Positive friction . . . can't clinch film. Tilt-back case . . . reels can't fly off. Micro-switch safety cut-off . . . when door opens or film breaks, motor stops.



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**PROJECT
THE BRIGHTEST
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MORE ECONOMICALLY
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ANNUAL
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Announcing the Sensational New

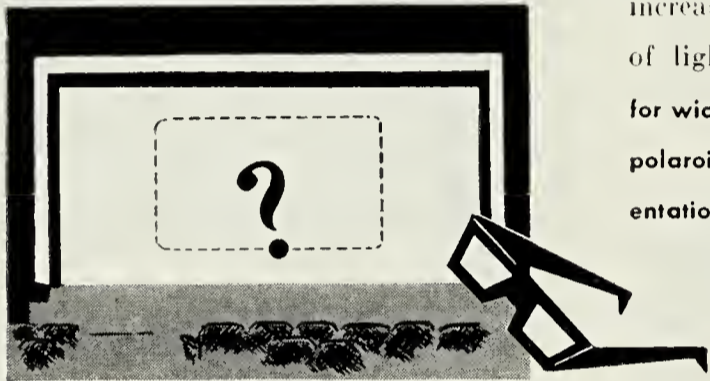
Strong 'SUPER 135'

PROJECTION ARC LAMP

with the INFRA-BAN BEAM-COOLER UNIT

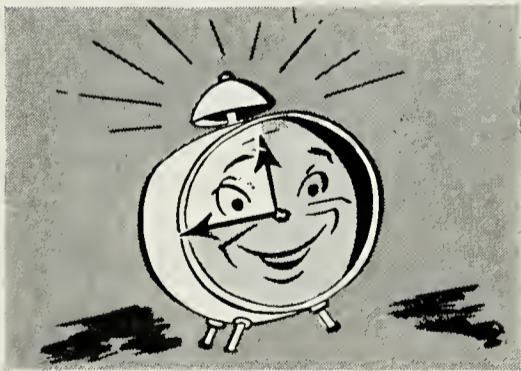


- The only lamp designed especially to project the tremendously increased volume of light required for wide-screen and polaroid 3-D presentation.



- Burning the new 10 mm "Hitex" carbons at 135 amperes, or 11 mm regular carbons at 120 amperes, the "Super 135" projects a much higher level of illumination than any other lamp. In impartial tests the foot candle meter **proves** that the "Super 135" is the **most powerful of all lamps**, and **you can't argue with a light meter.**

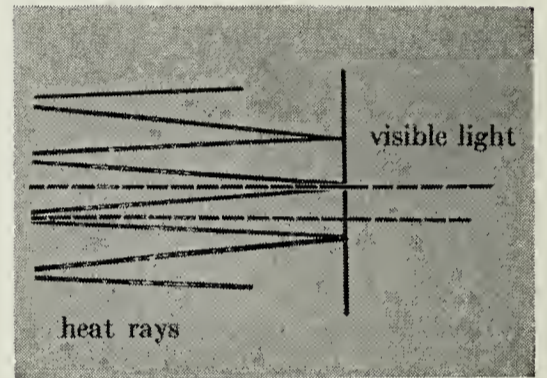
- Accommodating a 20-inch carbon, the "Super 135" is the **only**



Reflector Arc Lamp which can burn the 10mm "Hitex" Carbon at 120 amperes for a full hour as required by the new 3-D 5000-foot reels. Other lamps

which accommodate only 14-inch carbons can operate at this amperage no longer than 48 minutes without retrimming. The increased volume of light projected by the "Super 135" is especially important with 3-D because of the 60% light lost to the viewer, resulting from the use of polaroid filters. The "Super 135" furthermore maintains a screen light that, in intensity and color value, is constant and identical to that of the associated lamp which is burning simultaneously.

- The new **Infra-Ban Beam-Cooler Unit**, positioned in the path of the light beam, makes unnecessary any troublesome cooling contraptions in the lamphouse such as water coolers, etc. The Infra-Ban unit permits the free passage of the visible light rays while diverting the heat rays away from the aperture and back into the lamphouse from which heat is rapidly withdrawn by a mechanically induced air flow out through the stack. Thus, Strong has made possible a tremendous increase in usable light without a corresponding increase in heat at the aperture.



- The position of the positive arc crater at the exact focal point of the reflector is automatically maintained, without manual adjustment by means of Strong's exclusive Lightronic crater-positioning system. Each carbon is advanced by a separate motor, the speed of which is governed by the Bi-Metal Lightronic Tube. A stream of air directed just above the arc stabilizes its burning and prevents the deposit of soot on the reflector.
- Unit construction, whereby the various components are instantly removable, permits ready adaptation to any future developments in carbons or burning techniques.
- For further information on projection arc lighting of 3-D or wide-screen pictures by any system, address Department 3-D.

THE STRONG ELECTRIC CORPORATION

21 City Park Avenue

Toledo 2, Ohio

Please send details on Strong "Super 135" Projection Arc Lamps.

NAME _____
THEATRE _____
STREET _____
CITY & STATE _____
NAME OF SUPPLIER _____

"The World's Largest Manufacturer of Projection Arc Lamps"

Exhibitor Press Relations

A Veteran Movie and Newspaperman Offers Some Advice On How to Establish Better Industry Press Relations

By Dick Pitts

Director Public Relations
Theatre Owners of America

UNTIL THREE YEARS ago, I had the rather uncomfortable honor of being what, in polite circles, is called a newspaper critic. In other circles, the appellation was not quite so flattering and often contained profane words. Many of the exhibitors referred to me as "Sweet Old Boy." Some of them used just the initials. All of which was a bit distressing to one who had given the best jeers of his life to the theatre.

Thus, as an objective observer for 16 years and a subjective observer for the last three years, I think that we have been so busy defending our business



One of the surest ways to please any critic is to quote him in the lobby and the press ads too.

against the competition of television, against other demands upon the entertainment dollar, the high cost of living, installment buying, the alleged infiltration of communism, and other things, that we have hardly had time to point out to the public that the movie theatre still presents the best entertainment-buy for the money and represents a tower of strength in the welfare and well-being of every community.

Possibly most frequently overlooked is the improvement of our press relations—and, consequently, our public relations.

PUBLIC RELATIONS

We are always complaining about bad press notices, about the fact that the members of the Fourth Estate do not understand us—but—are you sure that you understand them?

Certainly, generally speaking, he knows very little about your business, your problems. But just as certainly, you know very little about his business, his problems.

The answer should be fairly simple. Get acquainted. Know each other—understand each other. Understanding invariably means good press relations, and good public relations.

And above all—please remember one thing: To a newspaper man NEWS is ALL-HOLY.

It's the nature of the beast, so to speak. And it's his job—to gather news, whether it is in the field of entertainment, politics, sports, or whathaveyou.

You can wine and dine a newspaperman and make him feel that possibly there is some compensation for his small salary after all, but, if you really want to get on the inside track with him, and with his editor, provide him with news. Call him on news tips, even if they don't concern your business.

As an outstanding member of your community—and if you are a good exhibitor, I am certain that you are an outstanding member—you are in a position to hear a lot of things that might make good copy for your local newspapers.

Okeh—pick up the telephone and tell him about it. Let him know that you're on his side. Maybe he doesn't cover real estate, but somebody on that paper does—and if the paper scores a beat, all concerned will certainly remember the source of the tip. That's the best way



Constantly attacking the press will not bring about a friendly attitude by critics or editors.

I know to pave the way into the good graces of any newspaper anywhere.

However, such help, by all means, should never be used as an obvious wedge, or as a mild form of blackmail—just as

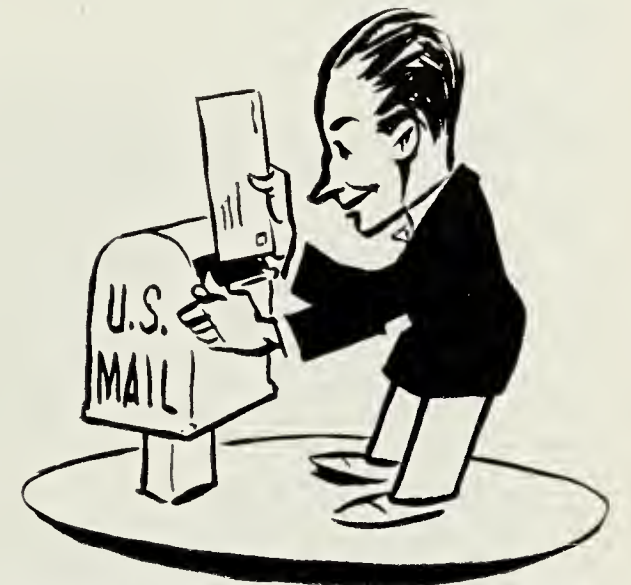
PHYSICAL THEATRE

Vol. 8, No. 10 September 16, 1953

you should never mention advertising to an editorial writer.

If you have news, he'll beg for it, and he'll use it—but if you want your story reduced to a few lines and buried among the obituaries, just tell him: "I have just placed a quarter-page ad in your paper and I want a nice big story." Brother, that's murder.

By the same token, if you take the guy to lunch, or buy him a quart for Christmas, make it a friendly gesture, nothing more. In fact, make friends with him, period. If you try to put it on a cash-and-carry basis, you're likely to do yourself more harm than good. Because most



Newspaper people are human, despite rumors, and appreciate a thank-you note when deserved.

newspaper men have ethics, despite fiction and motion pictures to the contrary.

Prime example of the wrong approach was made to me by a distributor exploitation man.

"I know," he told me, "that you don't make a lot of money. So why don't you cash in on your job. I can always manage to slip you a couple of fins each week if you will plant some of my stuff and favor our pictures."

My reply would have to be deleted by the editor.

Another distributor field man had the more practical approach, never demanding, never begging, never offering anything that didn't have a good angle for the paper. Some times he'd help me dig up a story that didn't even mention his company or its product.

Be Sincere

Yours is a long-range program. You cannot afford to be insidious. You must be honest and sincere. Don't antagonize the critter. Try to educate him. Help him get the "feel" of the paying customers. Don't cry on his shoulder about trade practices or other industry problems. Don't alibi Hollywood. Don't lie. Tell him the truth—unless he is one of the snide type mugs who enjoys any form of crucifixion. Don't boot-lick the guy.



He's not a bad guy really—just underpaid and in many cases a bit misunderstood by exhibitors.

Treat him as an equal, even if you don't feel that way. Honestly, basically, he's a pretty good guy—just underpaid and generally unhappy.

Don't plant resentment in him by putting him on the carpet because of a bad review. Sometimes he's right. If he is, tell him so. And, in a left-handed way, sometimes you can tell him when he's wrong. If you make it a point to know the character, you'll know when you can say something like this: "Look, Joe—you may be right, but that picture you panned is breaking house records, etc."

Another thing: "Quote" him in lobby displays and in press ads. That's a wonderful feeling to a critic, I don't care how big or how small he is. I know that I used to get a terrific charge out of walking by a theatre and seeing a lobby easel saying: "Dick Pitts says this is a 'must-see' picture," or words to that effect.

Critic Defined

Incidentally, just what is a critic? I think Joseph Pulitzer summed it up neatly: "A good critic is merely a good reporter."

However, it was Pulitzer who also said: "Accuracy is to a newspaper what virtue is to a woman."

To me, everybody is a critic—the butcher, the baker, the candlestick-maker—all of them want to get in their two-bits worth, no matter what the subject—shoes, ships, ceiling wax, cabbages, or kings.

Fortunately, in this country, everybody can be a critic without fear. Everybody can criticize anything from soup to nuts; from his neighbor's new car to his wife's new hat; from a \$2,800,000,000 film industry to our umpteen-billion-dollar government—and they usually do. Just read the open forum columns of your local newspapers and you will see what I mean.

I realize that to most exhibitors and distributors, the newspaper critic is something of a prima donna. Some are, but the great majority are not. Regardless, some attention should be paid to the care and feeding of critics.

I recall a fellow critic who was always the object of scorn and vilification of two local branch managers. I did not always agree with his opinions about pictures, but I know that he tried to be fair and to give an honest report. I know that he tried to sluff off the repeated insults by the managers, but I imagine that when he reviewed their pictures, subconsciously

he would be more critical than usual.

On the other hand, I have always contended that exhibitors and distributors credit critics with far more influence upon the public than they actually have, and there is plenty of evidence to prove it.

Over a period of several months I wrote a number of columns deploring the distractions of patrons eating popcorn and candy in movie theatres. Once I wrote repeatedly, "I do not like popcorn in theatres," for one whole column, some 800 words. Those were the "Hate Pitts" months along film row. The Manley Popcorn branch manager was threatening to bash in my head on sight. Yet that Christmas he presented me with a fifth of Scotch.

"My last quarter showed an increase of



A self-portrait of the author who has always fought to improve the industry's press relations.

20 per cent in sales," he declared. "Pretty please, continue blasting popcorn."

Conversely, a Universal district manager credited me with making boxoffice successes out of such pictures as "Seventh Veil", "Madonna Of The Seven Moons", "Hamlet", and others in the Carolinas.

Sports writers seem to enjoy a prestige and authoritativeness that is denied almost all movie critics. And I doubt that the average sports writer is any better qualified to comment critically about the field he covers than the average movie critic.

Probably there is one major difference, as Spyros Skouras emphasized to me two years ago: "Most sports writers love sports, whereas most movie critics do not love the movies to the same degree." That may be stretching a point, but, by and large, too frequently it is true.

I don't think too much emphasis can be put upon "helping a reviewer get the feel of the audiences."

Eugene W. Street, who now operates a chain of theatres out of Poughkeepsie, N. Y., for Paramount, was chiefly responsible for what little "feel" I have for the paying customers.

Back in the days before trade shows, Gene and I used to open his theatre early in the morning a couple of times a week and screen up-coming pictures. He would discuss the picture's merits and how to sell it, and we would predict what sort of reception it would receive.

But I don't think I fully understood what he was driving at until I had spent three years in the Army Engineers.

A year after I had returned to my desk, Mike Kinsey stopped me on the street and said: "Your reviews of pictures seem to make more sense than they used to. There is more tolerance, more understanding. I'm curious. What brought about the change?"

After a moment of honest introspection, I concluded: "Three years in the Army." And I remembered how we packed large tents in the forests of England to see the latest Hollywood product; how we watched movies in old barns and tents in Normandy battle areas, the noise of the artillery frequently drowning the movie sound; how we enjoyed movies even during the buzz bomb bombardments in Liege, Belgium. And I remembered how much those movies meant to all of us. Thus, I think I was helped to report more accurately the reactions of audiences.

Promotions

Now—about special tieups, promotional stories, etc.: Don't tap a newspaper man for space unless your gimmick is really good—unless the newspaper can come up with an excellent feature.

When a theatre manager proposed to my city editor that I write an interview with Francis, the mule—as a gag and as a promotion for the first "Francis" picture—much to the manager's surprise the editor was enthusiastic about it. The interview, with pictures, on the second front of the paper, became the most talked-about feature of the week.

This was a case where the gag was obvious, everybody knew it was a gag, and everybody (including the readers) played along with it.

(Continued on page PT-21)



Theatre men may not always agree with a review, but remember it's still only one man's opinion.

Delivers

**THE GREATLY INCREASED
VOLUME OF LIGHT DEMANDED
BY 3-D & WIDE-SCREEN PROJECTION**

The New
**NATIONAL EXCELITE "135"
PROJECTION ARC LAMP
WITH THE
REFLECT-O-HEAT UNIT**

Designed to burn 10mm "Hitex" carbons at 135 amperes, or 11mm regular carbons at 120 amperes for maximum light on wide screens. For the full hour running period of 5000-foot 3-D reels, the 10mm "Hitex" can be burned at 120 amperes, or the 11mm regular carbons can be burned at 115 amperes.

The color value and intensity of the light at the screen is maintained constant throughout a full trim, without the need of manual adjustment, by an automatic arc crater positioner.

National's new Reflect-O-Heat Unit permits a great increase in light at the screen without a corresponding increase in heat at the aperture.

Positioned in the path of the light beam, the Reflect-O-Heat Unit passes the visible light while diverting the heat rays back into the lamphouse from which it is removed through the lamphouse draft stack.

See National Theatre Supply about this new lamp now!

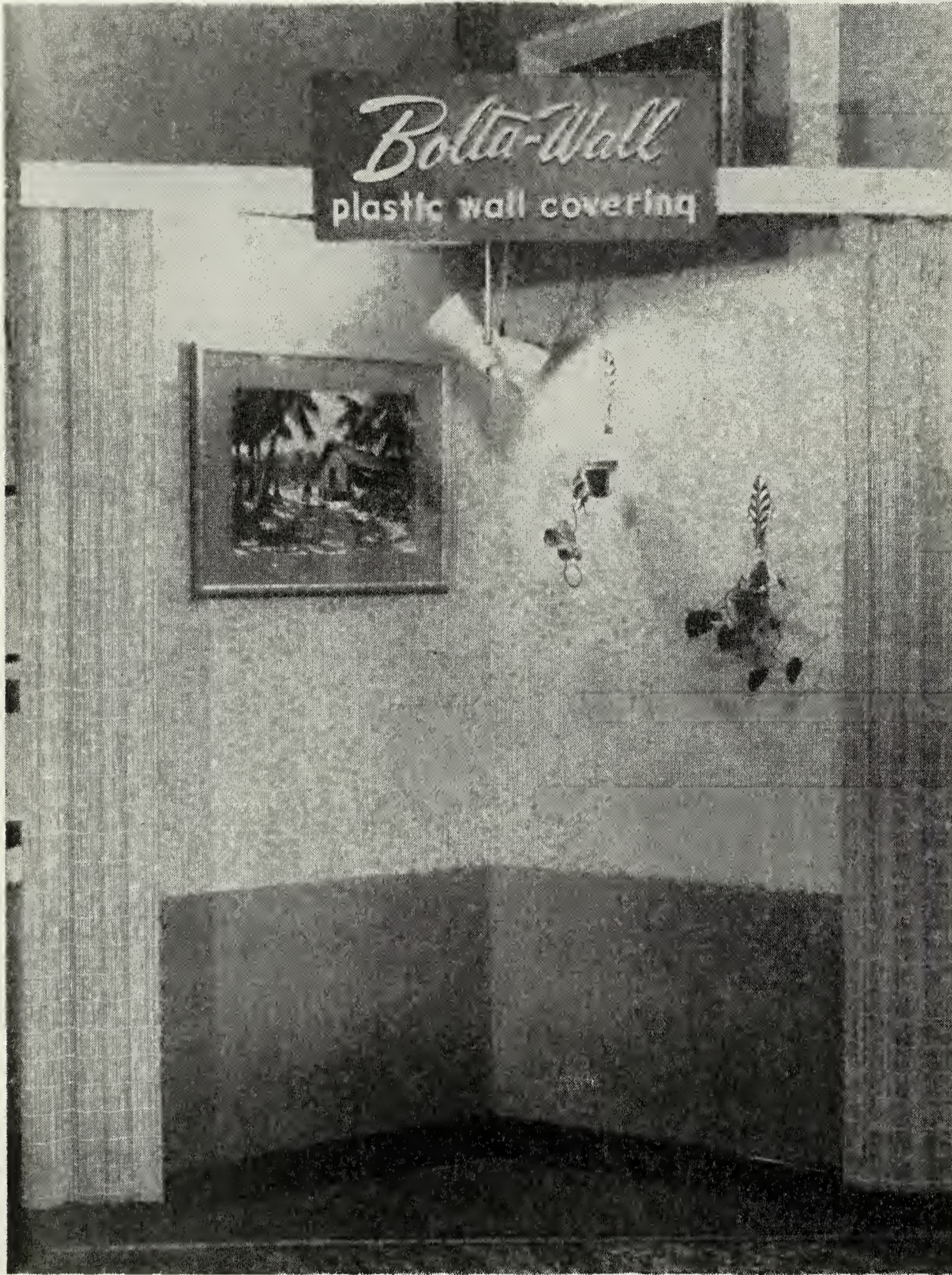
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**NATIONAL
THEATRE SUPPLY**
Division of National - Simplex - Blueworth, Inc.

"THERE'S A BRANCH NEAR YOU"

Washable Wall Covering

A New Development in Wall Covering Brings Lasting, Washable Beauty to Theatre Walls



This attractive display of Bolta-Wall shows the leathergrain finish used as a wainscot topped by the textured, three-dimensional bamboo pattern. This washable product may be used in lounges.

MAINTENANCE time and expense—one of the big bugaboos plaguing every theatre manager—can now be lessened considerably due to the development of an entirely new and different type of vinyl plastic wall covering.

Bolta-Wall, as the new material is called, is a washable, decorative wall covering that is designed to withstand the wear and tear which normally occur in public places. Highly resistant to scratching, scuffing, snagging, fading and staining, Bolta-Wall is formulated to provide years of service and requires only a periodic cleaning with a damp cloth or sponge.

Developed by Bolta Products Sales, Inc., of Lawrence, Mass., one of the country's leading plastic manufacturers, the new

Bolta-Wall material has a vinyl plastic face sheet which is pressure-laminated to a firm rubber-saturated backing. This unique construction provides greater strength and durability. The material is dimensionally stable with the result that seams resist shrinkage. When Bolta-Wall is properly applied, seams are barely visible, and they remain this way throughout the life of the wall covering.

Face sheet of the new Bolta-Wall material is .011 inch-.013 inch thick, or approximately six times thicker than the coatings used in most waterproof wallpapers, while the backing is .025 inch-.030 inch thick. This heavyweight material has many advantages for the theatre manager. It gives him a thick, wear-resistant wall

covering that provides maximum protection against the scratches and scuff-marks which youngsters often inflict on walls; it also provides protection against snagging and marring which might be caused by furniture or mobile equipment.

Guaranteed by its manufacturer, Bolta-Wall will not crack, chip, flake or become brittle with age. It is highly resistant to greases, fats, oils, alcohol, detergents and similar chemicals. Smudgy, candy-coated fingerprints wipe off as easily as ordinary dust and grime.

The material has been thoroughly tested in the Bolta laboratories and also in independent laboratories. Recently, it passed fire-tests conducted by the New York Testing Laboratories, Inc., and has been classified as fire-retardant material.

Ideal for lounge, lobby, office, rest-rooms or the main part of the theatre, Bolta-Wall is currently available in two decorative patterns. The Leathergrain Finish has the surface texture of a fine leather and harmonizes well with leather-like plastic seating, such as Bolta's top-grain finish Boltaflex. This pattern is available in fade-resistant colors of dark green, light green, brown, chartreuse, yellow, tan, buff, dark red and grey. The Bolta-Wall Bamboo pattern has a textured, three-dimensional appearance and comes in natural, grey, light green and tearose.

Professional Installation

Easily applied to old or new walls, Bolta-Wall may be installed over almost any interior wall surface provided it is solid, firm and in generally good condition. Architect's specifications approve installations on the following surfaces: Smooth plaster $\frac{3}{8}$ -inch plasterboard or better, $\frac{3}{8}$ -inch plywood or better, $\frac{5}{16}$ -inch plyscore CD 1 good or better, $\frac{3}{16}$ -inch tempered or $\frac{1}{4}$ -inch untempered hardboard or better or other surfaces approved in advance by Bolta according to specific instructions as to preparation of the wall surface. Bolta-Wall should not be applied over water base paint or over wallpaper.

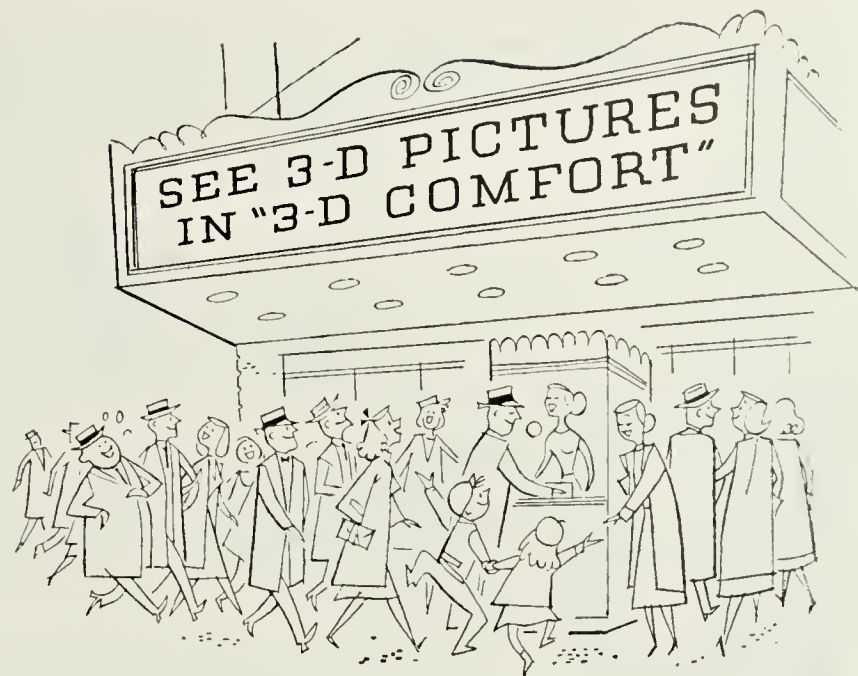
Ordinarily, the wall surface requires little advance preparation. Porous walls should first be sized using Bolta-Wall size, or a good quality shellac. The wall surface itself need not be absolutely smooth as the thickness of the material provides excellent hiding power and the "cushioned" backing helps absorb surface roughness.

Designed for professional installation, Bolta-Wall comes in rolls, 25 yards long, 48 inches wide. It is now available through the specialty floor covering field where professional mechanics install the material using a special slow-drying adhesive that permits the mechanic to work most efficiently.

Seams are made by applying the Bolta-

(Continued on page PT-12)

**Bigger boxoffice
accounts for the
re-seating trend to**



AMERICAN BODIFORM[®] CHAIRS



American Bodiform Spring-back Chair No. 16-870

**their comfort
has always been
"3-dimensional!"**

- 1—Inviting, initial comfort.
- 2—Lasting comfort, because seat is posturally right.
- 3—Greater "seeing comfort" and program-enjoyment.

PLUS...

Convenience of uniform seat-folding and easy passing! Housekeeping economy! Low cost per year of service!

*Long years of patron-satisfaction
are the measure of true economy!*

American Seating Company

WORLD'S LEADER IN PUBLIC SEATING

Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities
Manufacturers of Theatre, School, Church, Auditorium, Transportation,
Stadium Seating, and Folding Chairs

ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY

Washable Wall Covering

(Continued from page PT-10)

Wall so that it overlaps, and then cutting through the center of the overlap and stripping away excess material. Both edges are pulled away from the wall and fed together, producing an almost invisible joint.

Another form of Bolta-Wall, known as Bolta-Wall Tile, is available for either amateur or professional installation. Made according to the same formula used in producing Bolta-Wall, the Bolta-Wall Tile has all of the same durable characteristics. However, it is sold in handy eight-inch squares as opposed to the Bolta-Wall roll goods, and is available in the Bamboo pattern only. The textured surface of this pattern permits unusual decorative effects. The material is applied so that the surface grain of each successive tile is alternated, giving the appearance of genuine wood parquetry. Unlike textured wood, however, the Bolta-Wall Tile requires no further finishing.

Although designed primarily for do-it-

yourself installation by the homeowner, Bolta-Wall Tile makes a very presentable wainscot and can be used to advantage in various parts of the theatre. The manager may purchase it on an installed basis or apply it himself if desired.

The first flexible wall tile ever developed, Bolta-Wall Tile may be cut with a pair of scissors. It can be curved around sharp corners without cracking. All necessary tools and instruction manual are available in a Bolta-Wall Tile installation kit which is carried by all dealers selling the tiles. Other accessories such as the Bolta-Wall Size No. 127, adhesive, corner stripping and a special colored filler designed to conceal minor errors in workmanship are available from the same dealer.

Application of Bolta-Wall Tile

Bolta-Wall Tile may be applied to the same wall surface as Bolta-Wall with the exception of areas where it would be exposed to constant water splash or spray. In these areas, Bolta-Wall installed by a professional mechanic using a special

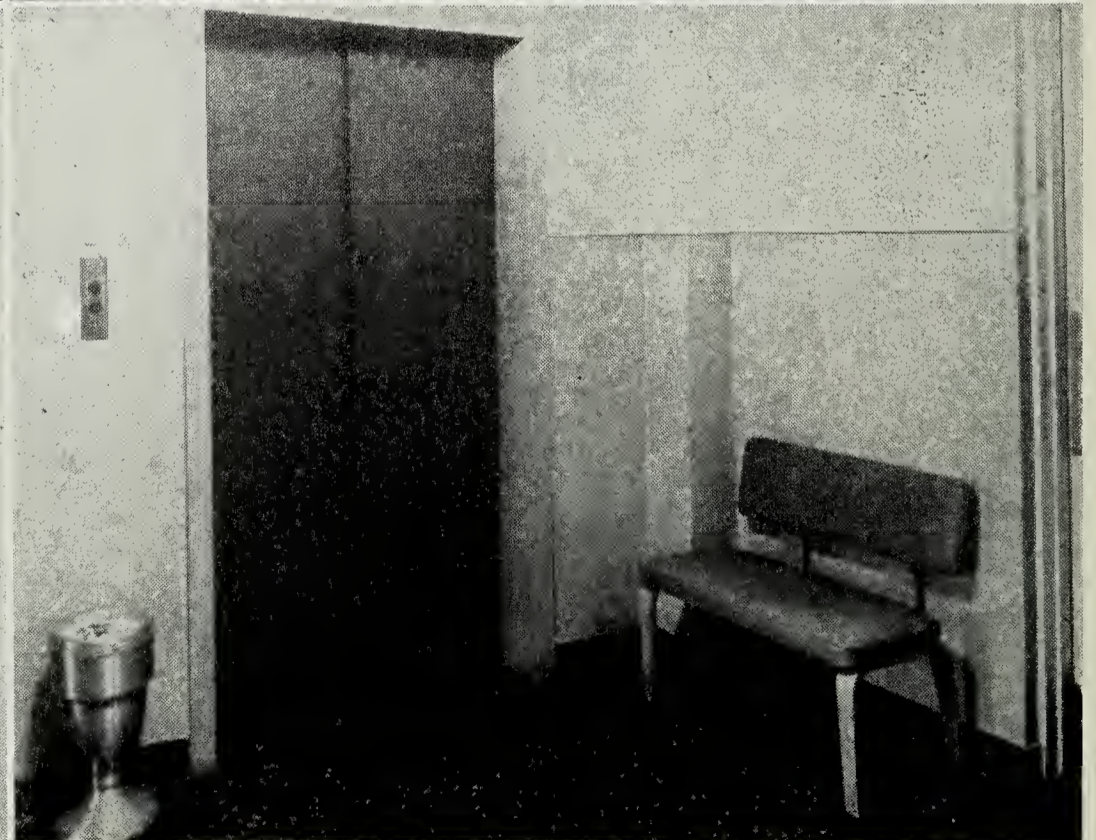
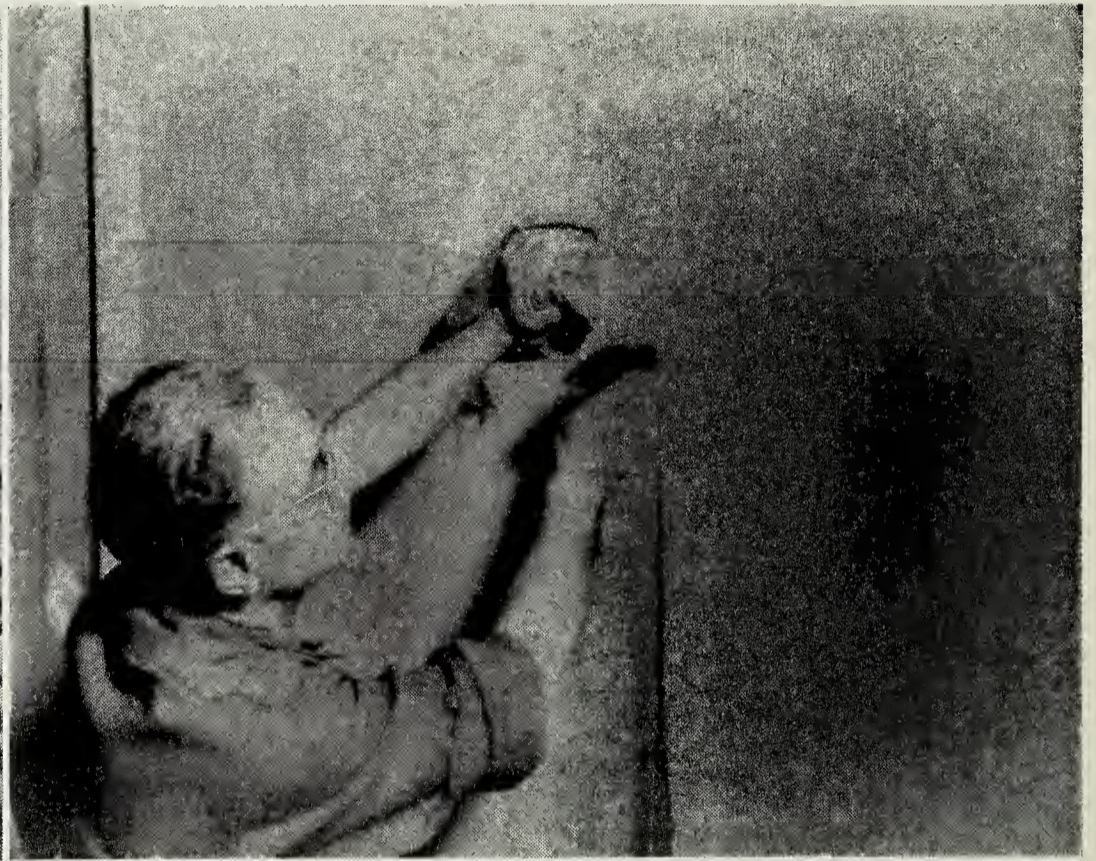
method of sealing and trim is recommended.

For the theatre, Bolta-Wall Tile makes a modern and practical wall covering for lobby or lounge. (The material may also be applied to ceilings.)

In planning the installation of Bolta-Wall Tile, the following procedure is recommended. Measure up the wall from the lowest point of the baseboard to the desired height such as 32 inches, 40 inches, 48 inches. (Height should be a multiple of the tile size.) From this point, snap a chalk line, using a bubble level to make the line absolutely level. From the center of this line, step off eight-inch spaces using one tile as a marker. If the last opening is less than four inches, shift center mark so as to leave as large a tile at each corner as possible. Once the center line is determined, drop a chalked plumb bob line and snap as a guide for the first row of tiles.

When corner stripping is used, plan to apply the stripping first and work from

(Continued on page PT-17)



The two top pictures show the Bolta-Wall being installed by a professional. When expertly applied the seams are almost invisible. BELOW (left) dem-

onstrates how an amateur may apply this product. On the right is an area done in Bolta-Wall leathergrain finish. It has texture of leather.

SOME STRAIGHT TALK ON 3-D AND WIDE SCREEN PROJECTION

"How much *more* light do I need for my new movie system?" That's the question everyone's asking today. Now is the time for specific, *factual* data on light requirements for 3-D and expanded screen projection.

With this need in mind, research and development engineers of National Carbon Company have collaborated on a treatise on screen light for the new motion-picture systems.

HERE'S WHAT THIS FREE BOOKLET CONTAINS:

- Range of screen sizes suitable to each of the new "National" lighting carbons listed below for 3-D and wide-screen projection.
- Answers, based on original research, to many of the projectionist's problems, presented in a form he can easily apply to his own physical set-up.
- Information *anyone* can use for a better understanding of the lighting problems peculiar to exciting new stereoscopic and wide screen systems.

"NATIONAL" CARBONS FOR NEW PROJECTION SYSTEMS

TYPE OF LAMP	CARBON	AMPERES
Non-rotating, Reflector-	7, 8, & 9mm "Suprex"	42-75
Rotating, Reflector	9, 10, & 11mm H. I.	75-115
	10mm "Hitex"	115-135
Rotating, Condenser	13.6mm H. I. & "Hitex"	125-180

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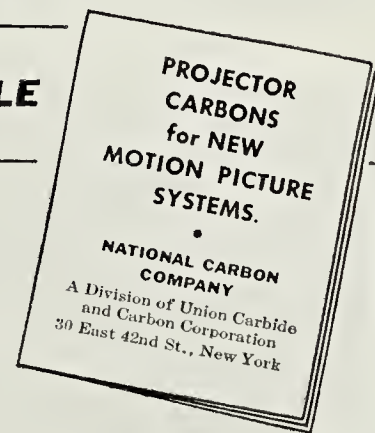
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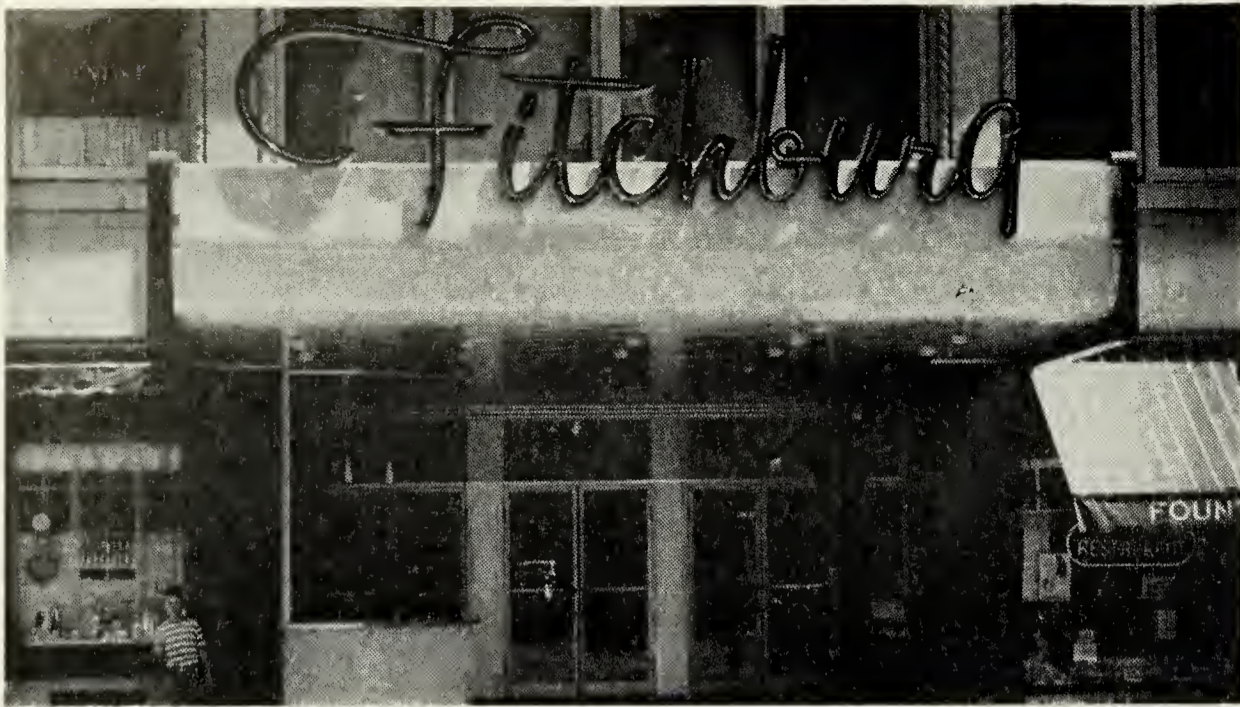
Name _____ Title _____

Company _____

Address _____

(Signed) _____





Fitchburg Remodels

After recently purchasing the Fitchburg, Fitchburg, Massachusetts, the new operator, Benjamin Sack, decided to give the old house a new look. The result is a theatre as modern in its physical appearance, as the films that are shown there.

The central boxoffice was moved to the side, and an indirect-lighted marquee installed, with new lights in the ceiling

outside the lobby. The wood-paneled side wall is in ranch-style, and painted a rich dark brown, replacing the stone post that was formerly there. Glass doors and windows completed the remodeling of the front.

The ranch-type wall paneling was carried into the inner lobby, and large modernistic display panels replaced the small heavily ornate ones formerly used. Up-to-date lighting fixtures were also installed.

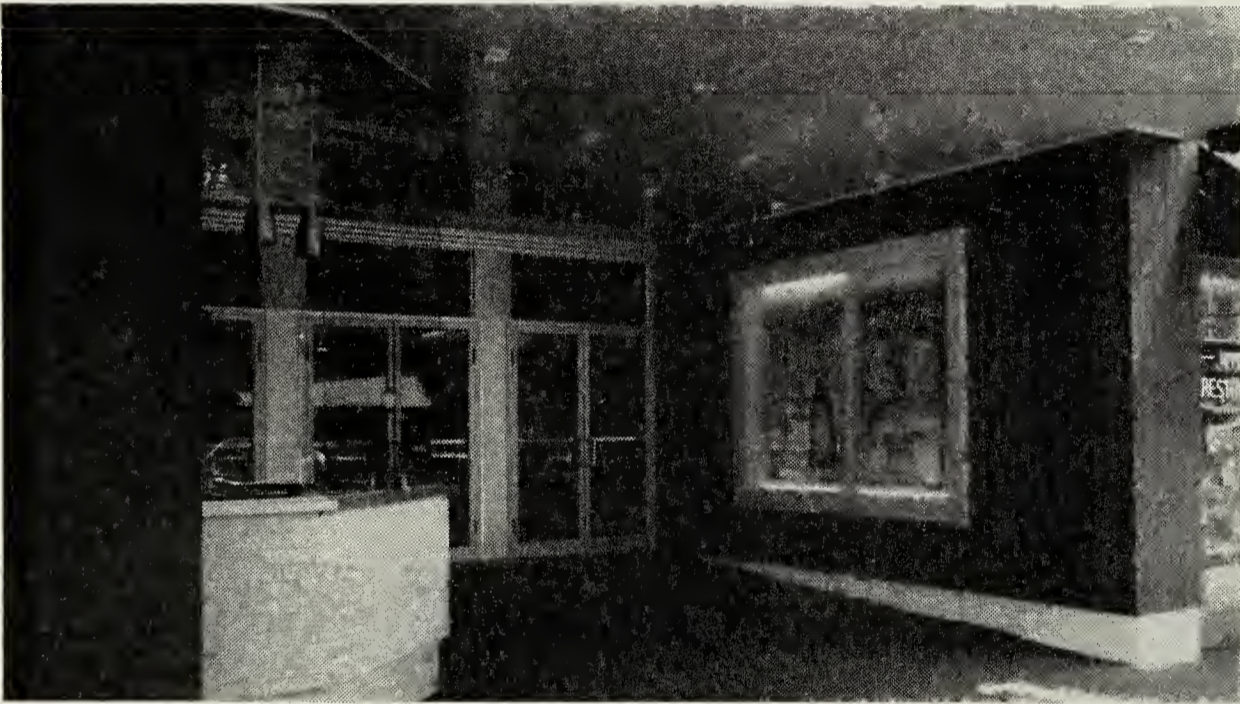
In an attempt to increase the extra



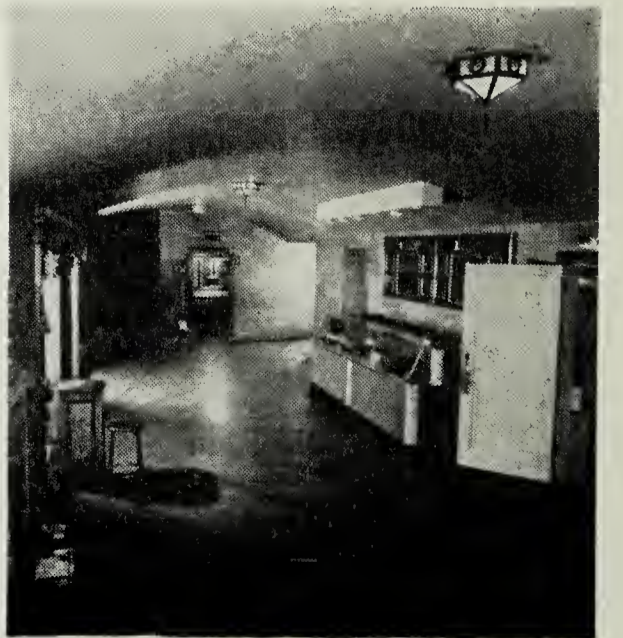
Above is a view of the theatre before it had a new face put on. On the left is the results of that job. Notice the changed boxoffice position.

profits activities of the theatre, which had formerly only sold candy, a large and fully equipped new concession stand was installed. Included among this equipment was a popcorn machine, a three-flavor drink dispenser, an ice cream container, an electric hot dog rotisserie, nuts, and a complete line of candy.

According to the manager, concession item business since the new stand was installed, has far exceeded the estimates made by the owners.



In another before and after view of the front it is possible to see the new indirect lighting in ceiling, and the modern display panels.



The concession area was completely remodeled and all new equipment installed in the stand.

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Heywood-Wakefield's popular TC 700 ENCORE Chair offers smart, modern design to dress up any theatre and deep, spring cushion comfort for its patrons.

The seat of the ENCORE is constructed with steel coil springs, properly graduated in compression for all-over comfort. The back, comfortably padded and protected by the all-steel edge around the top and sides, has a scientifically determined back to seat ratio for proper posture comfort. For further information, contact your Heywood-Wakefield representative or write for the fully illustrated catalogue on Heywood-Wakefield Theatre Chairs.

Comfort is our business . . . in theatre seating as in Heywood's famous household furniture like the Ashcraft Tub Chair at top.

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Soundhead and Short Focal Length Lenses Impress at the Ballantyne Package Preview

OMAHA—Over 100 sound engineers and Ballantyne dealers recently attended the two day preview of the Ballantyne all-system theatre equipment package. One of the items which created a great deal of interest was the new convertible 4-Runner soundhead.

Edward J. Nelson and Ilo M. Brown, Ballantyne engineers and co-developers of the new stereophonic sound equipment explained that the new soundhead is designed for the operation of three, four, or even five or more tracks, and will mount in three generally accepted positions for stereophonic sound. Nelson outlined them briefly as:

1. In a console as a three-track magnetic reproducer.
2. As a button-on unit mounted above the projector for CinemaScope reproduction.
3. In the normal soundhead position mounted below the projector.

Nelson said, "The only extra equipment an exhibitor has to buy in converting from three-track to four-track sound is one more soundhead for his other projector, one pre-amplifier, one power amplifier, and four-track magnetic pickups."

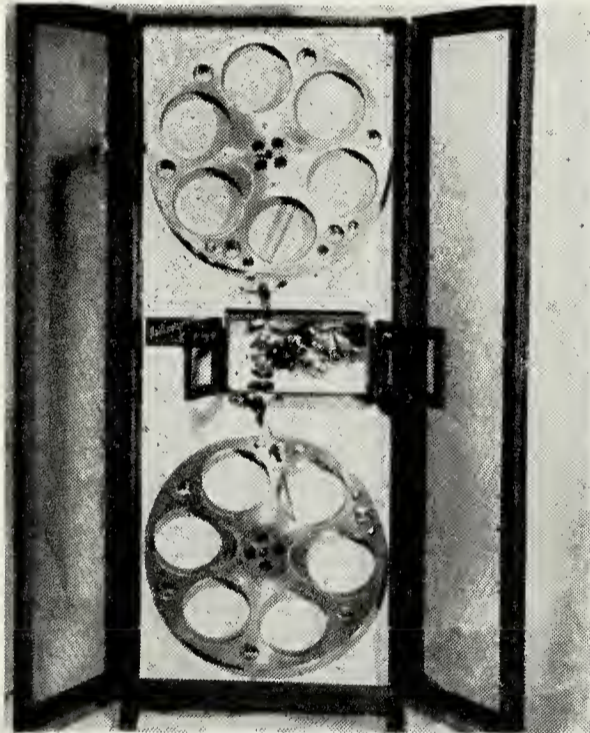
He explained that Brown had designed

short focal length for extreme wide angle projection. Hoff said that the aberrations have been corrected, whereby the lenses give a more crisp, higher contrast image over the whole frame, and vignetting has been reduced to a minimum.

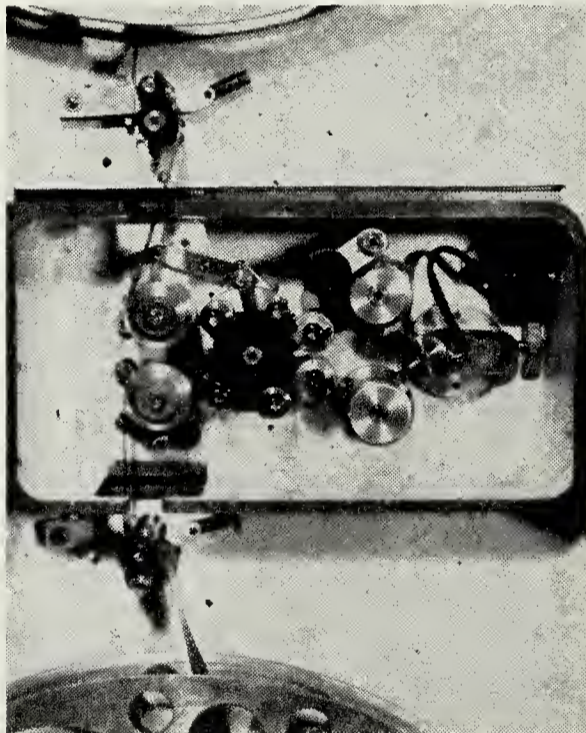
All of the air to glass surfaces, Hoff explained, are coated with the hardest and most durable magnesium fluoride coating known today. This greatly increases the amount of light passing through the lens, as well as enhancing the contrast factor of the image.

A new cement is used on all cemented surfaces, which will withstand the high temperatures to which a projection lens is subjected in modern high amperage projectors, it is said. All of the internal surfaces of the lens are sealed with a special high temperature compound in order that oil and moisture can be permanently kept out of the inside of the mount. Hoff said that consequently, it should never be necessary for any surfaces except those outside (front and back) ever to require cleaning.

The mounts, or lens barrels, are made of aluminum, which are anodized black in order that they dissipate heat as rapidly as possible away from the glass elements.



The new Ballantyne 4-Runner soundhead mounted in rack for use as a three-track magnetic recorder. It may be easily converted to a four-track soundhead at a very low cost it is said.



Close-up view of 4-Runner soundhead mechanism. Parts are all standard so that replacement of parts presents no problem. Convertible units are adaptable for use with standard projectors.

a plug-in type amplifier and pre-amplifiers which makes the three-four track change "just as simple as plugging in a light socket."

"The soundhead is attached to the rack by two wing nuts," Nelson continued, "and you just lift it out. The button-on part is very similar. Standard parts were used throughout, so that there is no need to worry about off-size merchandise. If producing companies decide on five, six, or seven track, the 4-Runner will make those conversions, too," he concluded.

Full details concerning the Ballantyne Company's wide angle lenses were also revealed at the demonstration, by J. Robert Hoff, executive vice-president.

Manufactured by General Scientific Corporation of Chicago, the new lens is

The inside of the mount, the edges and bevels of all the lenses, are treated in order to keep internal flare to an absolute minimum, which increases resolution and contrast.

These lenses are made in all focal lengths from two to four inches inclusive in one-quarter inch focal length steps. The speed of the lenses are F1.9 and are available in all focal lengths.

In keeping with this design, special attention has been paid to the engineering and design of the adapters. It has been found that many of the adapters on the market today, when used with short focal length lenses, create several objectionable factors: First, these adapters have an in-

(Continued on page PT-21)

Theatre Equip. Firm Formed By Agey

KANSAS CITY—The number of theatre equipment manufacturers was increased by one with the recent announcement by Wallace Agey of the formation of the First-American Products, Inc.

Agey, well known for his long years in the theatre equipment field, and president of the new firm, explained that a complete line of products will be manufactured, with the emphasis on the drive-in. Included among these will be pre-fabricated ticket booths, projection booths, and concession stands intended for use in the small outdoor theatre.

At the present time, Agey said, the firm is preparing what it believes to be the most elaborate catalog ever issued by an industry manufacturer.

Although exact product information has not yet been disclosed, Agey stated that, "First-American products are being designed by exhibitors for use by exhibitors."

A number of the items to be carried by First-American will be announced and displayed at the approaching TESMA-TEDA-TOA convention starting in Chicago October 31.

Before starting his own business Agey spent the last six years as general sales manager for the Drive-In Theatre Manufacturing Company.

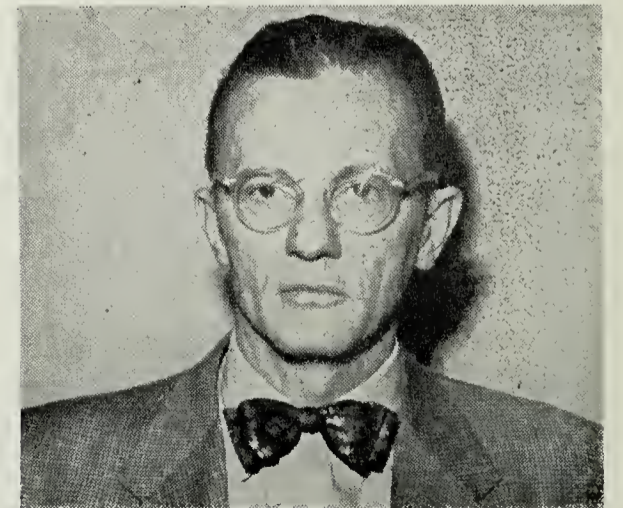
The other officers are Brooks C. Noah, vice-president; Richard E. Wiles, Jr., secretary-treasurer, and John H. Foard, assistant secretary.

Altec Continues To Expand Its Field Staff

NEW YORK—Three Altec Service Corporation divisions have found it necessary to augment their field engineering personnel during the past few weeks. The additions, according to E. O. Wilschke, Altec operating manager, have been caused by the continuing backlog of requests for stereophonic sound installations.

M. G. Thomas, Altec southern division manager, has added engineers James E. Reed and John P. Flaherty. Eastern division manager L. J. Patton has assigned Louis J. Koci and Walter Wehr to the Newark office, and Willard Jones to Scranton, while Cecil E. Hudson has been added to C. J. Zern's southwestern division forces.

Altec recently assigned four new branch managers and 19 new field supervisors to various offices throughout the country.



Francis W. Keilhack, who was recently appointed general sales manager for the Drive-In Theatre Manufacturing Company, Kansas City, is currently in Germany on business junket for the company.

Washable Wall Covering

(Continued from page PT-12)

the center of the wall area toward the corners. Once the position of the first row of tiles is determined, apply one or two gobs of the Bolta-Wall adhesive using the notched spatula in the tool kit. Spread the adhesive with the notched trowel, holding trowel at right angles to the wall for proper distribution. When adhesive is applied sparingly, a smooth lump-free installation results.

Embed the first tile firmly in the adhesive being sure to level accurately at level line. Place adjoining tile tightly against the first, making sure to alternate the tile direction each time to produce the "checkered" or parquet effect. Do not slide tiles in place as this causes adhesive to ooze out.

To mark a tile that must fit into an irregular space, first wipe the wall area clean of adhesive. Place a whole tile exactly on top of the nearest adjacent whole tile. Using a second tile as a gauge, mark the loose tile with a pencil. Cut along the pencil mark and try the piece for size.

As adhesive begins to set up, rub the surface of the tiles with a damp rag or sponge and wipe dry with a clean dry cloth. Joints between tiles and between door casings, baseboards, window casings, etc., may be concealed by applying Bolta-Wall colored filler using a regular putty knife or finger tip. Be sure adhesive is dry before applying colored filler as wet adhesive might tend to discolor the filler. Apply filler sparingly and remove excess with a dry clean cloth. Filler is used for appearance only.

Like Bolta-Wall, the Bolta-Wall Tiles require only a periodic cleaning with a damp cloth or sponge. Use a mild soap if necessary. Never use gasoline, turpentine, paint thinner, cleaning solvents or abrasive cleaners on Bolta-Wall or Bolta-Wall Tiles.

Development of These Wall Coverings

In developing Bolta-Wall and Bolta-Wall Tile, the manufacturer carried on extensive research for a number of years. Already producing vinyl plastic upholstery material, Bolta sought to bring to walls the same washable beauty and durability that their Boltaflex brought to furniture and seating.

Vinyl plastic materials such as these are made up of various ingredients including resins, stabilizers, plasticizers, pigments, etc., that are mixed according to a formula. When the amount of ingredients or a different type of ingredient is used, a plastic formulation with different characteristics is produced.

In experimenting with wall covering, Bolta soon discovered that the formula which makes a fine upholstery plastic does not necessarily produce a suitable wall covering. The company then set about to develop a formula that would overcome the problem of applying vinyl plastic materials to walls.

During this research period, much time and study were given to the matter of dimensional stability. It was obvious that a wall covering should not shrink or expand with age as this would result in open seams or a buckled surface. By using

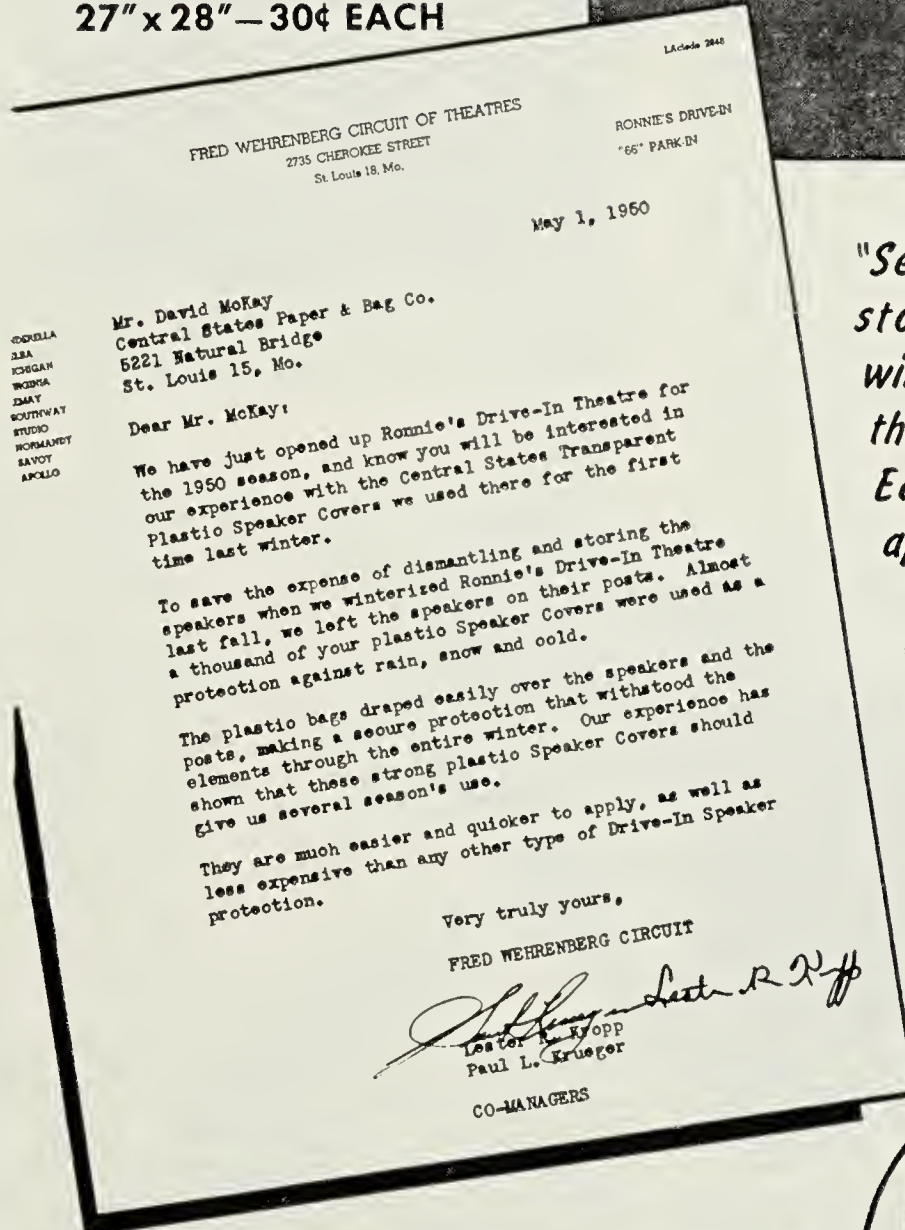
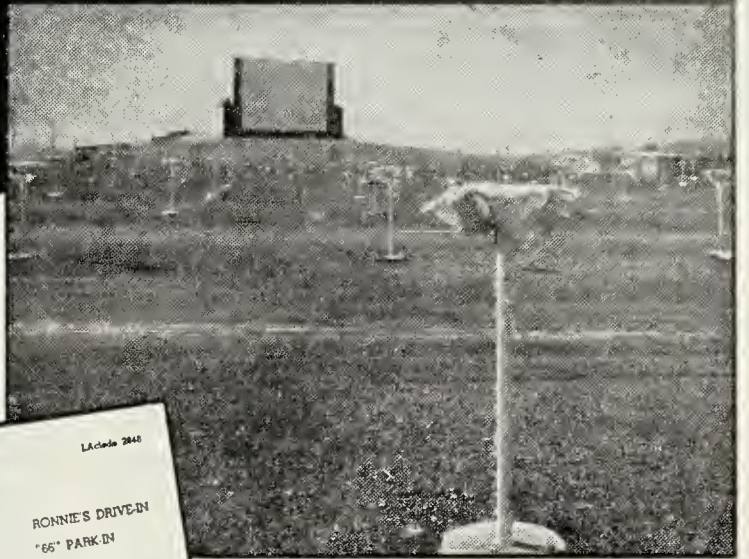
(Continued on page PT-19)

CENTRAL STATES DRIVE-IN SPEAKER COVERS

**KEEP OUT FROST, SNOW
DIRT AND RAIN!**

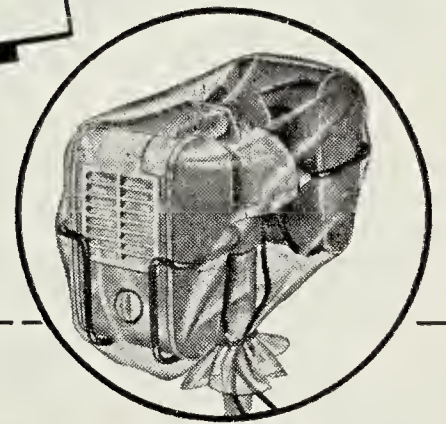
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21" x 22"

27" x 28" — 30¢ EACH



"Secure protection withstood elements entire winter... Less expensive than any other type... Easier and quicker to apply..."

- Sturdy transparent plastic
- Absolutely waterproof
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NEW PRODUCTS

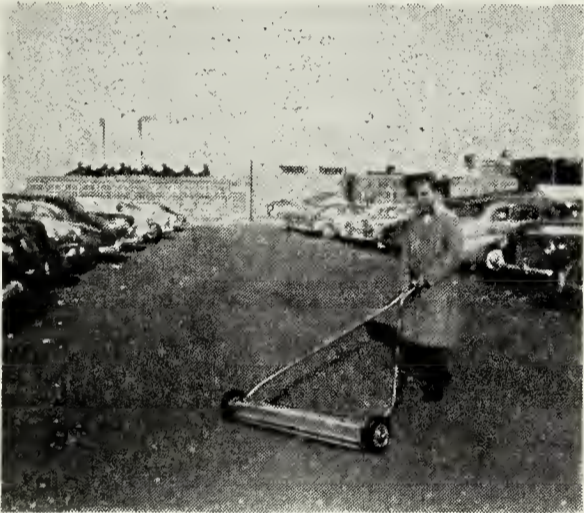
...that have theatre interest



Magnetic Road Sweeper

A new magnetic road sweeper, designed to remove tacks, nails and other tramp iron from such places as drive-in theatre ramps and entrances, was recently developed by the Eriez Manufacturing Company, Erie, Pennsylvania. Called the Super-Sweeper, it can be pushed, pulled, or suspended, and is made in three strengths and four widths: 24, 36, 48, and 60 inch sizes.

The handle is of tubular steel which is easily removed for storage and transportation. The Super-Sweeper's powerful Alnico V magnetic element will snap up and hold iron which comes in its path, it is claimed. A loop at the end of the steel handle can be attached to almost any trailer hitch. The wheels are fitted with puncture-proof 8.00 by 2 inch tires. Heavy-duty models operate efficiently at speeds up to 10 miles per hour.



Seen here is a new magnetic road sweeper that is designed to remove tacks, nails, and other bits of metal that might be found in drive-ins.

The sweeper has a square aluminum cover, the ends of which are closed with sturdy aluminum castings, and the entire element is riveted together. It is quickly cleaned by turning the magnetic face up with the handle and stripping the metal accumulation from the canvas cover.

Transparent Signs

An interesting new promotional tool for exhibitors is a transparent sign called Goodstix, and manufactured by Goodren Products Corporation, New York City.

Simple to use, Goodstix have two protective tapes which cover pressure sensitive strips top and bottom, or along the sides. All that is necessary to install the sign is to strip off the protective covering and press down on the self-contained adhesive. The sign will stay up indefinitely, it is said, and can be removed in an instant when required.

The sizes of Goodstix signs vary, and are available up to 24 by 40 inches. They may be printed in one to five colors, and full color process halftone effects may be used.



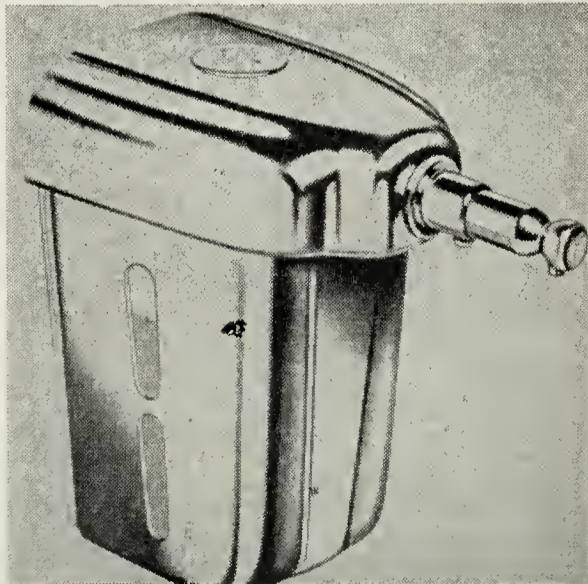
These simple easy-to-use transparent signs are called Goodstix, and are recommended for use as a promotional tool for theatres by manufacturer.

Soap Dispenser

Production of a new all-metal lather soap dispenser, the Bobrick 45, was recently announced by the Bobrick Manufacturing Corporation of New York, and Los Angeles.

The dispenser has a stainless steel integral push button and piston. There is only one spring in the dispensing mechanism, and the soap channel contains no small openings, springs, or other features that might lead to clogging if the soap should dry out, it is claimed. The force pump action of the mechanism eliminates vacuum and is said to prevent any possible leakage.

For ease of visibility a "look-slot" on either side of the dispenser makes it possible to see the exact level of the soap inside. A specially provided key is required to open the lock filler top. The large 18 fluid ounce capacity of this dispenser makes it unnecessary to fill it at frequent intervals. A concealed, separately mounted wall plate, rigidly installed with three or four screws, firmly supports the Bobrick 45, it is claimed, and a concealed wall fastener guards against theft.



An all-metal lather soap dispenser, this item features a "look-slot" on either side that enables attendant to check on the supply of soap.

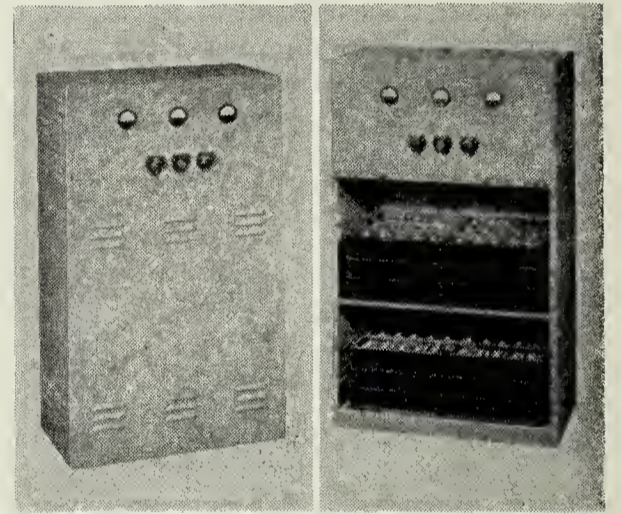
Emergency Power System

The Electric Cord Company, New York City, is featuring a new line of automatic power systems using nickel cadmium batteries for emergency operation of lights, fire alarms, and public address systems.

It is claimed that the use of nickel cadmium batteries together with another new feature, automatic charging, present advantages never before available with lead acid batteries. One of these is long life; according to the manufacturer they will give 20 to 30 years of useful life. Requiring water only once a year these batteries demand little maintenance. Another advantage claimed is that they may be left idle without attention in any state of charge or discharge without fear of damage.

It is also claimed that these batteries are immune to occasional excessive discharge and short circuits. There is no sulphating or similar disintegrating process, and no generating of corrosive or poisonous gases.

According to the manufacturer, the nickel cadmium batteries are available in 6, 12, 32, and 110 volts with ampere capacity to meet specific requirements. The cabinet size is 42 inches high, 28 inches wide and 14 inches deep.



Seen here is front and rear view of a 32-volt power system with a bank of nickel cadmium batteries to be used as an emergency source.

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS

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.....
.....

ISSUE OF SEPTEMBER 16

WITHOUT CHARGE OR OBLIGATION PLEASE SEND
ADDITIONAL INFORMATION ON ABOVE ITEMS.

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THEATRE

ADDRESS

CITY, STATE

EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

This and That Around the Trade

The Albion Drive-In, Albion, Michigan, recently completed its first four-day showing of 3-D. Walter Campbell, theatre owner and manager, found the handling of traffic to be a real problem. The bottleneck was created by handing out the viewers. Although Campbell had five people handling ticket sales and glasses, they were unable to prevent stacking of cars on the highway for several miles . . .

. . . Raymond P. Fox, assistant to the treasurer of Stromberg-Carlson Company, Rochester, New York, retired from active service earlier this month, after 24 years with the company, it was revealed by Charles W. Pritchard, treasurer . . .

. . . M. D. Faige, managing director of Norpat Sales, Inc., New York, recently announced the appointment of Richard Davila as its Puerto Rican distributor of theatre equipment and other electronic items . . .

. . . The Drive-In Theatre Manufacturing Company, Kansas City, reports that it has already installed 25 of its new wide-screen frames, with about 40 in production. Some of the theatres to be equipped are the Paramount, Waterloo, and the Capitol, Davenport, both in Iowa, and the Fox Grand in Topeka, Kansas . . .

. . . The discovery of a new, improved friction compound, as used in the production of rubber floor matting, has led to the development of a longer wearing and more beautiful mat, according to D. W. Moor, president of American Mat Corporation, Toledo, Ohio. Introduced in their deep-ribbed and smooth-surfaced "Do-All" rubber and cord runner mat and stair treads, the result is a more puncture-proof product with a high sheen . . .

. . . Election of Harry Coleman Hagerty as a director of the Radio Corporation of America was recently announced by Brig. General David Sarnoff, chairman of the board of RCA. Hagerty, financial vice-president, and a director of the Metropolitan Life Insurance Company, fills the vacancy left by the resignation of Lewis L. Strauss who was appointed by President Eisenhower as chairman of the Atomic Energy Commission . . .

. . . Featuring recent additions to the company's line of products for motion picture production, lighting, recording, previewing, editing, printing and processing, a new illustrated catalog was issued by the S.O.S. Cinema Supply Corporation, New York. The catalog, entitled "Sturelab 10" is the largest yet issued by the company, containing more than 100 double-spread pages. Listing over 3000 items, it is divided into 12 sections with 300 illustrations and a cross-reference index.

attained in plastic wall covering. Plasticizer migration and volatility are apparently zero for there is no loss in weight in the material even when tested at 150 degrees Fahrenheit for thirty days. Seam contraction under test conditions was found to be negligible.

Another major problem which was overcome was the matter of sulphide staining. This represented a danger in those parts of the country where there is sulphur in the air or water. By experimenting with a lead-free stabilizer, Bolta worked out a formula which not only prevented sulphide staining but also gave the material a marked increase in resistance to fading. As a result, Bolta-Wall colors have maximum durability. They have retained their original appearance even under tests which would ordinarily cause loss or extreme fading of colors in vinyl plastic materials.

The blend of ingredients in Bolta-Wall also makes the product highly resistant to damage from such chemicals as greases, oil, kerosene and dilute acids and alkalis. Some materials, of course, will stain Bolta-Wall—no type of plastic is completely stainproof—but most stains can be removed without damage to the decorative surface. It is also unlikely that such staining agents would come in contact with Bolta-Wall under normal usage.

Already installed in homes, offices, institutions and business establishments across the country, the new Bolta-Wall is fast gaining acceptance. Theatre managers desiring walls that keep their attractive appearance and don't have to be re-done each year—walls that are quickly and inexpensively cleaned with water and a damp sponge—may well investigate the possibilities of this new development in wall covering.

Features

Western Series

Travelogues

News



BLACK
and White

COLOR

and also **CINERAMA** *

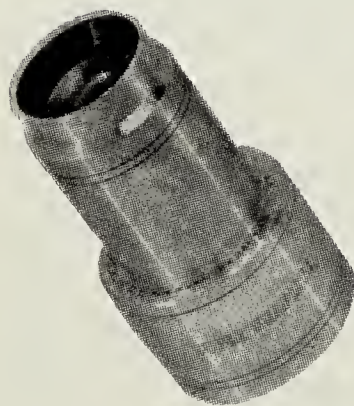
They all look best with
SUPER SNAPLITE

f/1.9 Projection Lenses

True speed of f/1.9 in every focal length up to 7 inches. Ask for bulletin 212.

*CINERAMA uses Kollmorgen Super Snaplite Lenses

YOU GET MORE LIGHT WITH SUPER SNAPLITE



Washable Wall Covering

(Continued from page PT-17)

various types of plasticizers, a material was produced that passed the most rigid tests. As a result, Bolta-Wall has dimensional stability to a degree never before

KOLLMORGEN
Optical **CORPORATION**

Plant: Northampton, Massachusetts
New York Office: 30 Church Street, New York 7, N. Y.



Stereo Reproducer From Westrex

NEW YORK—Westrex Corporation recently announced the availability of its latest development, the R9 Stereophonic Reproducer. This reproducer, sometimes called a "pent-house", "sandwich", or "button-on" reproducer, is the simplest and cheapest way to get stereophonic sound reproduction from a composite print, according to the manufacturer.

The Westrex R9 stereophonic reproducer was developed in Westrex Hollywood laboratories, and is backed by the company's pioneering experience in introducing magnetic recording as a production tool in studios for better and more economical sound.

This new stereophonic reproducer has many features: the use of two impedance drums results in a tight loop which is desirable for magnetic reproduction; the well-known Davis drive and flutter suppressor; an idler which can be adjusted to the length of the film path of different makes of projectors; and a large 32-tooth sprocket which controls the film on both sides of the magnetic head and which is locked when either of the associated rollers is in the open position to facilitate speedy and accurate threading.

Under precision bridge tests, the flutter content of the R9 is below .10 per cent as compared with the Academy standard of .15 per cent, it is claimed.

The R9 reproducer has been designed for use with standard theatre equipment

TESMA Names Candidates For Election Of Officers

HOLLYWOOD—Ray Boomer, secretary, Theatre Equipment and Supply Manufacturers Association, last week revealed the slate of officers which the membership will vote upon by ballots to be opened and tabulated during the annual convention at the Conrad Hilton Hotel, Chicago, Ill., Nov. 1-5.

Ben Adler and Fred Matthews are running for president, with J. Robert Hoff incumbent president, declining to run for reelection.

Nominated for vice-president are Larry Davee and Bob Engel. Up for election to the board of directors are C. S. Ashcraft, Engel, J. A. Fetherston, W. A. Gedris, Lee Jones, F. C. Matthews, A. E. Meyer, E. J. Perry and H. W. Peterson.

Boomer explained that Hoff's name "was not included in the nominees for board of directors because according to TESMA by-laws he becomes an honorary member of the board for a period of four years following his term in office as president."

without replacing or making any modern projector or sound head obsolete. Since the upper magazine is offset towards the rear, the use of the R9 reproducer does not interfere with the operation of projector equipment throughout the range of vertical projection angles normally incurred in theatres. When the stereophonic

features of the R9 reproducer are not in use, they are by-passed in the film threading operation and the photographic sound head functions in its normal manner.

The R9 reproducer measures six and three-quarter inches in height, 13 inches in width, and six and three-quarter inches in depth.

Particular attention has been given to the film path to minimize wearing of the magnetic head.

The R9 reproducer is a film pulled mechanism and does not require any special motor or drive.

A new material known as "nylatron" is used on all pad rollers. This material is nylon impregnated with graphite and will last for a long period of time without any special attention.

Help Wanted

(Continued from page PT-5)

By August 1st, nine weeks after the first mailing, questionnaires had gone out to 4300 theatres, but only 250 completed forms had been returned. Only two circuits sent in complete reports on all of their theatres and they accounted for one-third of the replies up to that time. Most of the others were from individual houses. Since then an additional 3000 forms have gone out, primarily to members of TOA. Returns from this later mailing are just now beginning to come in.

There will be no cost to you in this, other than the few minutes needed to take the handful of measurements and a three-cent stamp to mail one copy back to the Society. And further, for those who have measurement difficulties because of particular structural problems, there are generous offers of qualified technical help from the Altec and RCA Service Companies, from all members of Theatre Equipment Dealers' Association and from all branches of National Theatre Supply Company.

The rest of the industry is firmly behind your request for this project, Mr. Theatre Owner, and is anxiously awaiting the final information, just as you must be.

But the results, no matter how useful, can't be delivered until the facts get in.

Ben Schlanger's Theatre Engineering Committee of the SMPTE is standing by, as is Henry Kogel, Staff Engineer of SMPTE, so how about doing your part. SMPTE is your organization too and can serve you as effectively as you will permit. The future of this project and perhaps eventually much more, is in your hands.

If you wish to assist but have not received your survey forms or have mislaid earlier copies, Henry Kogel will be very happy to supply additional ones. Address a postal card to him at 40 West 40th St., New York 18, N. Y.

BOYCE NEMEC
Executive Secretary, SMPTE

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image quality and
color correction ... for
sharpness and contrast ...
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(speeds up to f 1.9)

... for its hard, durable surface coating

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Ballantyne Package

(Continued from page PT-10)

ternal diameter and a length that will vignette the light in the corners of the pictures, and, in many instances, even vignette the picture itself. Second, their internal surfaces are shiny and, as a result, reflect the light which they are vignetting down onto the screen, and consequently destroys the contrast and sharpness of the picture over the whole screen. Hoff emphasized that the lens was for all standard projectors. He said, "We made a complete study of each projector now in general use in order to see what the problems were of interference in the projector heads for allowing the wide angle projection beam to get through to the screen without vignetting. Also, to see how the adapters would have to be made so that they would not vignette the light; and, at the same time, that they would fit into the confining spaces of the machine."

The net result of this is that these lenses are now being furnished with adapters which, first, will not vignette either the light or the picture; and second, they are scored and treated on the inside so that no stray light can be projected onto the screen and destroy the definition.



Seen are the new short focal length lenses that are an important part of the Ballantyne package.

In some cases, in order to use these adapters, Hoff said, mechanical changes must be made on the projector heads, and front protruding shafts. The requirements of these changes are different, depending on the focal length of the lenses being used. Prints will be supplied showing the mechanical alterations required, once the focal length of the lens to be used in a given installation is ascertained.

Exhibitor Press Relations

(Continued from page PT-8)

Speaking of the obvious, I recall a publicity stunt a very good friend of mine, Cameron Shipp (author of "We Barrymores," "A Feather On My Nose," and numerous articles about Hollywood in leading magazines) used in publicizing a Bette Davis picture, "The Bride Came C.O.D."

Cam had the actress leaping from a plane into a cactus plant, with appropriate pictures, of course, and a fictitious doctor removing some 40-odd cactus needles from la derriere de Davis.

I am certain that no newspaper editor thought it was the real McCoy—yet, most of them played it on the front page and

even went for subsequent stories about fast-buck guys soaking tourists with "genuine needles from you-know-where."

After seeing the flood of tear sheets which resulted from this singular end of our business, Miss Davis declared: "How do you like that—this guy Shipp making a career out of my ...!"

It was during his first few years in the cinema town that Cam did some publicity work for Ilka Chase and originated a bit of repartee which since has been attributed to numerous other celebrities. It went something like this:

Louella Parsons: "Darling, your book is wonderful. Who wrote it for you?"

Ilka Chase: "I did, dear. Who read it to you?"

Thank-you notes to editors are as rare as low film rentals. So, when the occasion arises, why not drop the editor or publisher a word of thanks, or tell the critic what a good review he wrote?

How many of you have ever visited your local newspaper plants, made an effort to get acquainted? And don't overlook those boys in the composing room, especially when you are handing out passes.

When stars come to town—sure, you take them to radio stations, to civic luncheons, etc., but do you take them to your local newspapers, introduce them to the business manager, circulation manager, advertising manager, editorial department, composing room?

Boost your local newspapers just as you boost civic groups of your community. If your movie editor can speak at all intelligently, book him at civic luncheons, schools, etc., and try to make him some-

thing of a voice of authority for motion pictures.

In fact, you might try a little of that yourself. An exhibitor should make every effort to be "Mr. Film Industry" in his community. He should keep abreast of all industry news, read the trade papers, the fan magazines—and at least know as much about the stars and pictures as the average movie-goer.

About press overplay of Hollywood news: Big names make big news. We can't get away from that. And many times the treatment of those big names is overboard on emphasizing the sinful side of Hollywood.

However, some time ago I made a comprehensive survey of 90 of the leading newspapers in this country to determine just what sort of play the press was giving the motion picture industry.

The ratio in favor of Hollywood, its people and its product, was better than 10 to one.

There was more than 10 times as much space devoted to the promotion of stars and pictures than there was to the alleged sinful side of the industry!

On the other hand, while many of the newspapers surveyed were extremely generous with space, the majority was not. And what majority principally was in the smaller cities of the nation. Too many of them went for days and days with no mention of motion pictures whatever. If the space given by the minority was matched by the majority, the ratio in favor of motion pictures would be 50 to one or more.

So—in a manner of speaking, we have a lost press as well as a lost audience.

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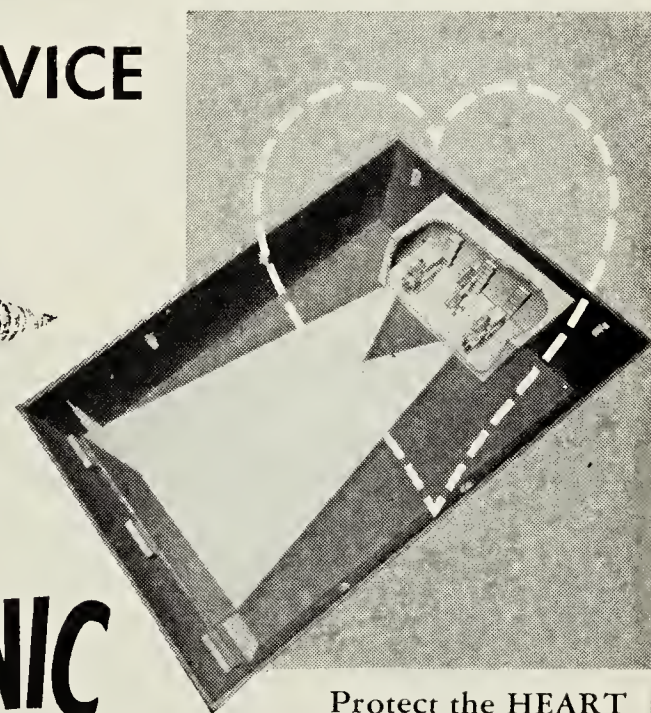
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Panaphonic Sound System Is Demonstrated

OKLAHOMA CITY—Panaphonic Sound, a new and revolutionary panoramic sound development for application to conventional sound productions already made—was introduced to the industry and theatre-going public in a world premiere demonstration with Realart's Technicolor re-release, "Salome, Where She Danced", it was announced recently by C. R. Guthrie, executive of Video Independent Theatres, Inc.

The Video circuit operating throughout Oklahoma and in Texas, sponsored the exclusive development through engineering resources of Dorsett Laboratories in Norman, Oklahoma.

Although no technical details of the process could be made at this time by Guthrie, he emphasized that Panaphonic Sound can be produced for a fraction of the cost of other sound techniques, and that it has been developed expressly for the purpose of enhancing the enjoyment of the backlog of motion pictures already produced.

Panaphonic Sound is not designed to replace stereophonic sound—a system of multiple sound tracks soon to be recorded on all films during production at the studios.

Explaining what Panaphonic Sound does, Guthrie said the technique "enables us to give directional control to speakers throughout the theatre's auditorium.

"The directional senses and emotional moods we have been able to apply to "Salome, Where She Danced" give the patron a combination of reality and participation in the picture and action in a result that is amazingly similar to that created by stereophonic sound."

Because the technique does create an actual panorama of sound from one or more speakers in the theatre—either installed for the express purpose of this type of exhibition or through the stereophonic system which may be in the theatre already—Video chose to trademark

their new advancement Panaphonic Sound.

Pictures selected for this method of exhibition are pre-cued and remain so for the duration of their serviceability. The cueing requires only a few days.

The electronic device which then functions on the cues is attachable to any type of equipment, and it is this required piece of equipment which Guthrie points out can be produced at amazingly low costs.

"We make no claim," the Video spokesman said, "that Panaphonic Sound has reached the ultimate of perfection, but, already it is practical because we are successfully using it, and it holds untold possibilities as we continue our advanced developments."

The idea of Panaphonic Sound was conceived early this spring and until recently research was carried out along with closed-door tests conducted in one of the company's Norman theatres.

After further tests under varying conditions in Oklahoma City operations, the May, Video deluxe suburban showcase, was set for the initial exhibition.

Immediately upon the close of the week long premiere demonstration in Oklahoma City, Video moved its Panaphonic Sound exhibition onto a roadshow basis for a run of circuit operations.

A special truck, accompanied by an equipment engineer, will carry the electronic equipment and a speaker system for those situations which do not already have stereo sound installations.

"Oklahoma" To Be Filmed In Todd-AO 65mm Process

NEW YORK—Rodgers and Hammerstein announced that "Oklahoma" will be filmed in the new Todd-AO 65mm. one-projector audience participation process conceived by Michael Todd and developed by Dr. Brian O'Brien of the American Optical Company.

The decision to film the musical that

holds every record in the entertainment world was settled in Buffalo recently after showings of comprehensive tests made by Arthur Hornblow, Jr., who will produce the picture for Rodgers and Hammerstein, Director Fred Zinneman and Harry Stradling, cinematographer.

The agreement was concluded between Rodgers and Hammerstein on one hand, and by Joseph Schenck, chairman of the board, George Skouras, president, and Michael Todd of the Magna Theatre Corporation, which controls the Todd-AO process.

"Oklahoma!", now in its 11th year, has been seen as a play in the theatres of every country on the globe, but has never been filmed. Both the play and its musical numbers have been held back from films and television.

"We have been waiting for a process or a development big enough to create a picture—without a frame—of the outdoors, yet mobile and elastic enough to show a love scene in a warm and intimate way. In the Todd-AO process, we have it," Rodgers and Hammerstein said.

To which Zinneman, who brings to "Oklahoma!" the success of "High Noon" of last season and the sensational new hit, "From Here To Eternity", added, "There is nothing that can be photographed in the standard 35mm. that cannot be filmed better in the Todd-AO 65mm. process. The emotional effect exceeds anything ever seen or heard."

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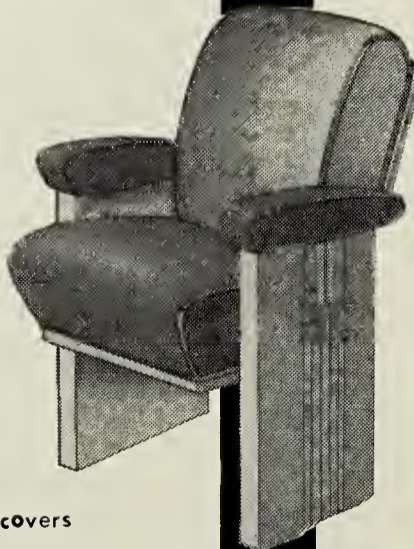
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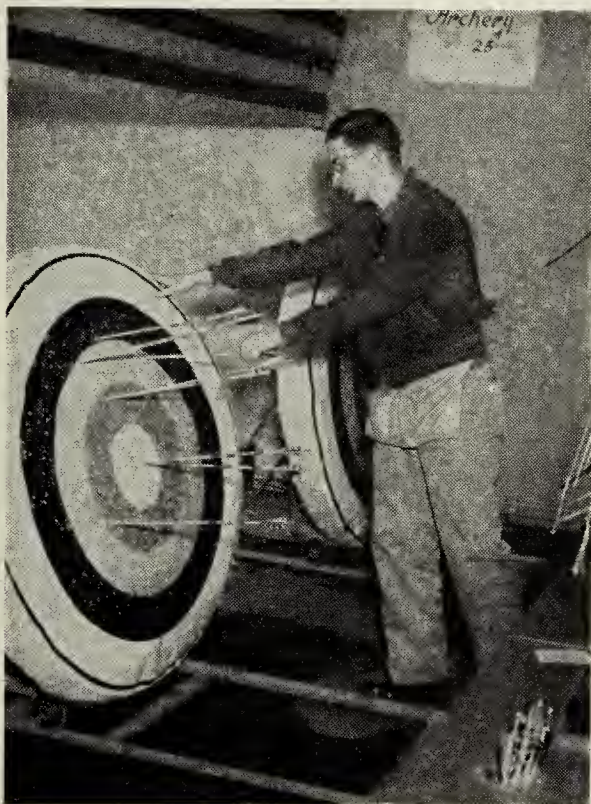
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DRIVE-IN THEATRES

WITH A GOOD MANY conventional theatres finding the going a bit rough these days, the drive-in continues to flourish and grow at an amazing rate of speed. A lot of people wonder just why this form of theatre exhibition should be so attractive to the public. One of the reasons is the fact that the outdoor theatre is in a position to offer the patron more than just a motion picture.

Imaginative theatre operators have long been aware of the boxoffice value of the "extras." Playgrounds, free bottle warmers, miniature trains, elaborate concession stands have all become standard in the drive-in. And like any far-seeing busi-

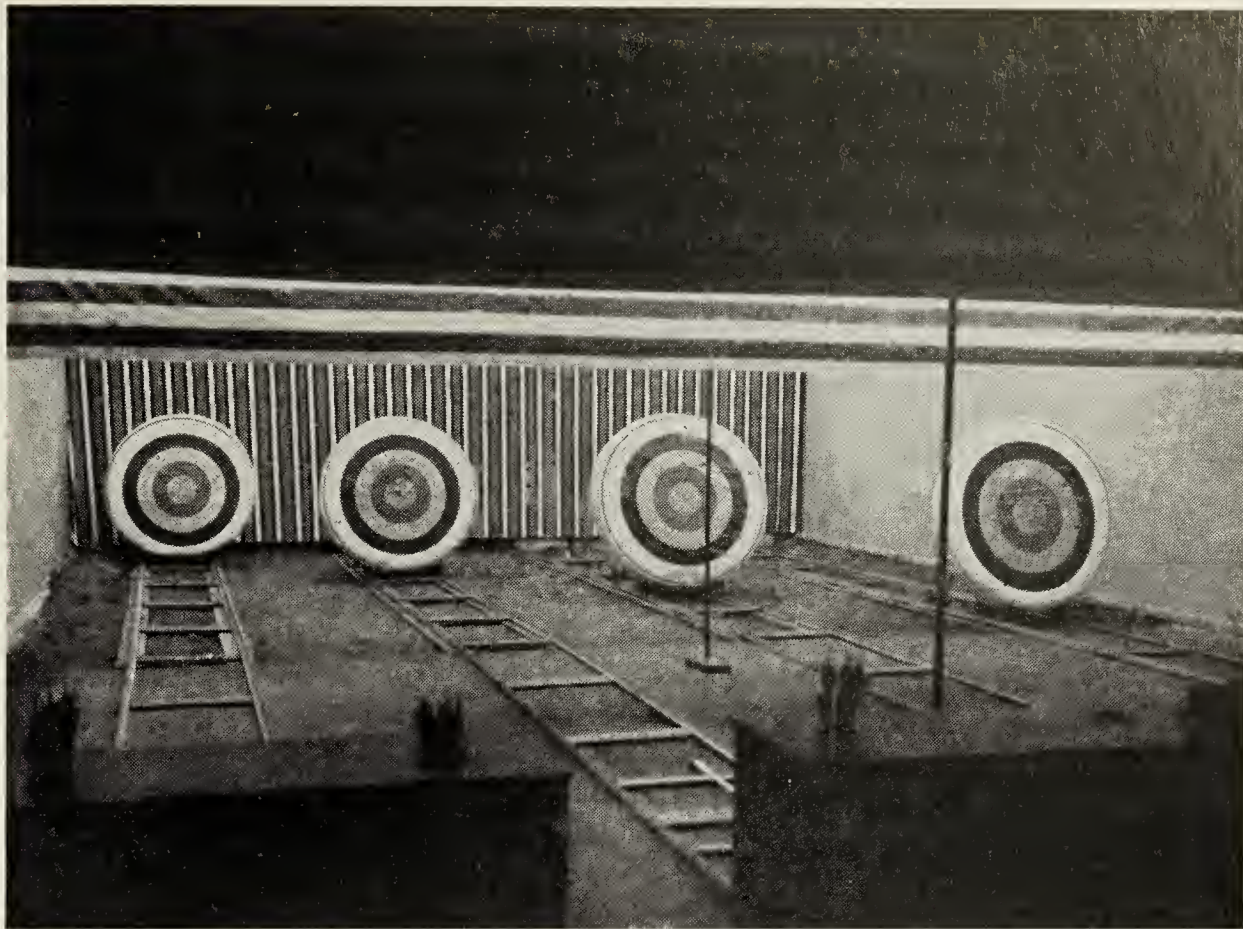


nessman, the operator of an ozoner is always on the lookout for something new that will entertain his patrons, and add to his revenue.

A new item which fits into this category is the retriever target archery range being marketed by San-Wal Company, Portland, Oregon. The unit features a movable target which automatically retrieves arrows to the operator at the front counter while customers are firing at the other targets on the range.

The complete package consists of track, target carriage and a power unit. Each unit is individually operated, completely automatic, and electrically operated at low voltage, 15 volts, d.c. current. The average track length for the majority of targets is 48 feet, according to the manufacturer, but the unit can be made to fit any particular need.

The tracks are all metal with wooden ties. The carriage weighs approximately 40 pounds and is designed for a 48-inch target butt. There are automatic stop positions at both ends of the track that immediately stops the target. The operator merely throws the switch after removing the arrows, and the target is on its way



A typical arrangement making use of four targets. The average length of target is 48 feet, but units can be made to fit any particular need. Targets can be stopped at any position to change range.

B. O. Bulls-Eye

Automatic Archery Outfits for Drive-Ins Seen as a Possible Boxoffice Attraction

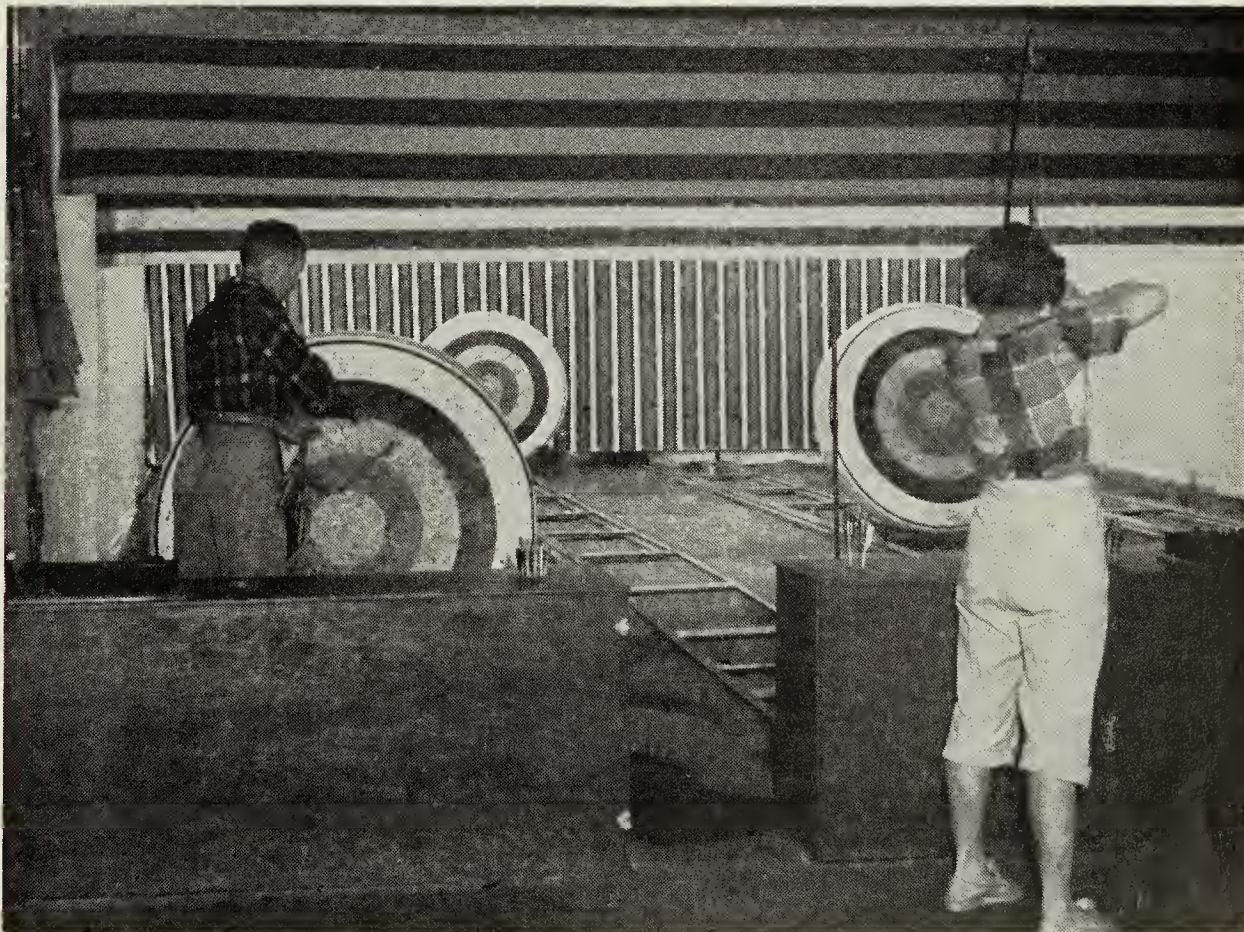
back to normal position. The target can be stopped at any position along the track to accommodate young and old archery fans.

The Retriever Target can be used in an open or closed building according to the facilities available. Drop curtains are used to prevent arrows from being shot

out or into the ceiling in the target area.

Although there are no installations in an outdoor theatre at this time it is an unusual attraction which could easily turn out to be an added boxoffice lure. The price of the complete outfit, including the power unit, is listed at \$600 by the manufacturer.

Pictured below and on the left are illustrations of how the targets are automatically retrieved to the operators at the front counter while customers are continuing to fire at other targets on range.



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NEWS OF THE

Territory

BRANCHES

Atlanta

W. J. Hatfield, Oak Ridge, Tenn., has taken the following theatres in Gadsden, Ala.: Ranch Drive-In, Tower, and Grove Drive-In. Jimmy Kirby, former booker with U-I, will handle the bookings for theatres owned by Hatfield. . . . James A. Greer was appointed manager, Luverne, Luverne, Ala. He replaces James H. Countryman, who resigned to go with the State of Alabama.

Ninety-three Atlanta women now call themselves WOMPI's charter members of Women of the Motion Picture Industry. The third club of its kind in the country, it held its charter meeting and installation dinner in the Dinkler Plaza Hotel. Officers installed were Mrs. Laura Kenny, president; Mrs. Barbara Benson, first vice-president; Mrs. Frankie English, second vice-president; Mrs. Stella Poulnot, secretary, and Mrs. Lois Cone, treasurer. A. B. Padgett, Chief Barker, Variety Club, was the guest speaker. Miss Christine Smith, censor; Mrs. Ann Aiken Patterson, and Dean Raimudo de Ovies, chaplain, Variety Club, were also speakers.

Mrs. Dorothy Collins, formerly with Realart, had a little baby girl. . . . Kenneth Ashworth, associated in the Hallendale Drive-In, Hollywood, Fla., was married to Nancy Hunter.

Cliff Wilson, ABC Booking Service, and Mabel Crews were married a month ago.

Charlotte

The Sky-Top Drive-In, two miles west of Roseboro, N. C., was held up and robbed of \$86, but two youths alleged to have been the holdup men were arrested a few hours later, and the money found hidden on a nearby farm. The youths obtained the money at the point of a pistol from Mrs. Lola Lucas, who later identified the suspects.

The Jet Drive-In, formerly operated as the Cumberland Drive-In, held its formal opening near Fayetteville, N. C., on Highway 301. J. D. Hammett, Blacksburg, S. C., is the new manager, and R. C. Saunders is the owner. The drive-in was reconditioned for the opening.

Jacksonville

The Motion Picture Exhibitors of Florida will meet at the Roosevelt Hotel from Nov. 16-17. President William P. Cumbaa announced. Arrangements are being made by Horace Denning and Robert Anderson.

This city has a three-man projectionists' licensing board despite the recent abolition of the job because of action taken by the state legislature. Mayor Haydon Burns reappointed Benter A.

Cawthon, a projectionist; Fire Chief Frank Kelly, and Building Supervisor W. B. Simmons to compose the board.

Robert Heekin sponsored a Boy Scout honor court on stage at the Florida to publize "Mister Scoutmaster." . . . Joe J. Deitch, FST booking department head, returned from New York City. . . . Bob Skaggs, manager, Capitol, and Jim Frazer, manager, Edgewood, are co-operating in sponsoring a series of yo-yo contests for boys and girls.

Carroll Ogburn, new Warner branch manager, has become an enthusiastic fisherman. . . . John Allen, Metro salesman, was receiving congratulations on the advent of his first-born son. . . . A \$2,000 fire occurred in the concession room of the Beach, but the theatre opened for business as usual the same afternoon. . . . Local exhibitors and public school officials are sponsoring a plan whereby teen-age students and their teachers are admitted to theatres for 25 cents upon presentation of special identification cards and photographs.

The Edgewood and Murray Hill have become second-run 3-D houses. . . . The Ribault Drive-In featured a pre-Labor Day all-night "owl show." . . . The suburban Dixie reopened.

Fred Kent, Guy A. Kenimer, and Arv Rothschild are now district directors, Motion Picture Exhibitors of Florida. LaMar Sarra, attorney, Florida State Theatres, heads the important MPEOF legislative committee. . . . Mrs. Bobby Preacher managed the Palace while George Krevo was on his annual leave.

Memphis

The local board has established a special "Something For The Girls" week in conjunction with Paramount's "Adolph Zukor Golden Jubilee Salute." All the girls in the branch divided up the

accounts, and each girl wrote a personal letter to the accounts assigned to her asking the exhibitor for playdates during that week.


In Athens, Tenn., Martin Theatres began a four-week test of Sunday movies between 1 and 6 p.m. and after evening church hours. The trial followed City Council approval voted after several months of effort on the part of Tom Taylor, Martin representative. A condition of approval imposed by the Council was a tax of eight cents per Sunday ticket. The move is being watched with interest by other towns in the territory.

The Frayser Drive-In safe was robbed of \$670. A sledge hammer found nearby was turned over to deputies by Mal Ellis, manager.

Memphis bookers will be interested to know that Jesse Moore, Ritz, Crenshaw, Miss., reports a good crop of pecans. His graciousness in sharing his pecans around Christmas time with the bookers is a fine gesture. . . . J. A. Prichard, southern division manager, Allied Artists, was in discussing sales policy with branch manager Bailey Prichard and salesmen Hammond and Kaiser. . . . Mary O'Donnell, Allied Artists inspec-tress, was away with a serious virus infection. . . . Henry Hammond, Allied Artists salesman, was on vacation. He spent part of this time in Atlanta. . . . Billy South, during a siege of strep throat, has lost over 15 pounds. Now he's streamlined, and insists he feels much better.

Malco Theatres, Inc., was host to about 45 people, including Marguerite Piazza, at a cocktail party and dinner at the Variety Club before going to the Malco for the premiere showing of "From Here To Eternity." . . . Herman Hickman,

the **BETTER** the display
the **DRIVE-IN THEATRE** the business



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grid great, was in to publicize "The All American," due at the Strand. . . A Frosh rush party was held at the home of M. H. Brandon, Film Transit, for the ATO Alumni Association, Gil Brandon, president. Present were about 200. . . M. W. Bright, owner, announced the closing of the Bradford, Bradford, Ark., pending construction of a new building. . . A. L. Pilgrim reopened the WNC, Flippin, Ark.

Tom Kirk, Ham-Kirk Booking Agency, announced the opening of Ham-Kirk's Drive-In Grocery No. 2. A \$65,000 drive-in on South Bellevue, it is the largest drive-in grocery of its kind in the mid-south, owned by Buster Hammond and Kirk. These partners also operate a smaller drive-in market at 3500 Park. A third drive-in grocery is anticipated.

In were: H. R. McFerrin, New, Mantachie, Miss.; G. L. Helms, Hill, Scotts Hill, Tenn.; J. A. Petty, Wayne, Waynesboro, Tenn.; Mrs. Glen Moser, Gay, Olive Branch, Miss.; Paul Harrington, Calvert Drive-In, Calvert City, Ky.; T. A. Ray, New, Calico Rock, Ark.; Nate Reiss, Reiss Enterprises; John Hurd, Maxie, Trumann, Ark.; C. Carpenter, Jr., Sunset Drive-In, Hamburg, Ark.; Gene Higginbotham, Melody, Leachville, Ark.; W. R. Ringer, Gem, Lake City, Ark.; Jimmy Singleton, Poinsett Drive-In, Marked Tree, Ark.; Gordon Hutchins, State and 67 Drive-In, Corning, Ark.; C. M. Martin, Dyess, Dyess, Ark.; Don Landers, Radio, Harrisburg, Ark., and Roy Cochran, Juroy and Scenic Drive-In, North Little Rock, Ark. . . Jimmy Smith, Paramount booker, is chesty over the arrival of a daughter.

The Warren Drive-In, two miles west of Warren, Ark., on the Banks Highway opened. Jack King is manager.

New Orleans

The WOMPI's held their initial luncheon meeting at Brennan's Vieux Carre Restaurant. Mrs. Helen Amann, president, New Orleans Pilot's Club; a member of the Speaker's Bureau, United Fund, and former president, Business and Professional Women's Club, was the guest speaker. The October luncheon at the Metairie Country Club is slated for Oct. 24, at which the installation of officers will take place. The organization has 130 members.

Gifts for the first 500 men and ladies and free candy for all the kiddies was the way E. T. Calongne and J. A. Sevin celebrated their first anniversary at the Bell.

Manley's is now air-conditioned. . . Messrs. Prophit and Hinckle, Star Drive-Ins, Monroe, West Monroe, and Tallulah, La., have taken over the shuttered Green Frog, Tallulah. After considerable remodeling, they reopened it as the Harlem.

Seen around were Luke Fontana, Arcade, Slidell, La.; Allen W. Vowell, Liberty and Lakeview Drive-In, Taylorsville, Miss.; H. G. Prophit, Monroe, La., and E. R. Sellers, Yam Drive-In, Opelousas, La.

Lippert home office executives here for their regional convention at the Roosevelt Hotel were: President Robert L. Lippert, Ed Baumgartner, assistant, and Arthur Greenblatt, vice-president and general sales manager, along with exchange managers and salesmen from Dallas, Memphis, Charlotte, Atlanta, New Orleans, and Oklahoma City. Dallas representatives were Marvin Goodwin, Edwin Tobolowsky, H. R. Briesdorf, and Truman Hendrix. Memphis was represented by Cliff Wallace and Fred Meyers; Charlotte by Francis White and Scott Litt; Atlanta by E. H. Hayse and John W. Mangham; New Orleans by Harold "Babe" Cohen, Roy Nicaud, Larry Dufour, and Bob Saloy, and Oklahoma City by Care Scott and Ray Emenhiser.

R. L. Johnson, Johnson Theatre Service, was a Pierre Part, La., caller. . . J. L. Hicks, Hubert Mitchell Industries, and H. R. Mitchell Company, Hartselle, Ala., was here to confer with Tom Neely, NTS, and to introduce Mitchell's new "Bowline" screen frame.

Among vacationists were Roy Varnado, booker, Warners, and Mrs. Ruth Bohne, J. T. Howell's secretary, Paramount-Gulf Theatres, Inc.

Charles Waterall's 43 Drive-In, McIntosh, Ala., was recently reequipped with new Simplex XL projectors supplied by National Theatre Supply. The sales department of NTS is humming. Tom Neely reports the sale of National Excelite lamps and Hertner transverters to the Auto-Sho Drive-In, Mobile, Ala., and Simplex stereophonic sound system and 3-D equipment to the Downtown, Mobile, Ala., both Giddens and Rester theatres. Peerless Magnarc lamps and continuous duty rectifiers and 3-D equipment were sold to Vincent Smolich's Roxy, Biloxi, Miss., and new Simplex XL mechanisms, XL sound heads, pedestals, and 3-D equipment to L. C. Downing, Haven, Brookhaven, Miss.

City and suburban exhibitors in were Jack Dicharry, Jr., Carver; Bud Jones, manager, St. Bernard Drive-In; Paul Brunet, Dixie, and Pete Corte, Garden.

Floyd D. Murphy, Strand, Vicksburg, Miss., writes, "I believe that the Strand is the only theatre that offers an especially big attraction nightly not on the stage, but catching tickets at the door. Gene McKnight, a great big kid, towering high above the lobby doors, stands seven feet, five inches with an avoirdupois of 363. He is a farmer, but his ambition is to become an actor."

Mrs. Mildred Sinnett has taken over the operations of the Dixie, Gibsland, La., from Royce Hamil. . . J. S. Wingate's new Gay Lee Drive-In, DeQuincy, La., opened, RCA-equipped.

Gaila Ruth McCartney, Atlanta, and Walter M. Everett, II, were married in the Central Baptist Church. The bride is the daughter of J. Ken McCartney; the groom is the son of Mrs. Mildred Barr, Exhibitors Service.

Gaston J. Dureau, Jr., president, Paramount-Gulf, Inc., announced that the

Saenger secured "The Robe," and that it is tentatively set for late September or early October.

Mr. and Mrs. E. R. Sellers and their teensters, Jean and Kay, Yam Drive-In, Opelousas, La., visited. Sellers said that his Yam associate, Milton Guidry, has been staying close to home in Lafayette, La., awaiting the arrival of a new-comer.

Manager Ross McCausland, Orpheum, is back after several weeks of illness. . . The William Hirstius are cooing "mighty like a rose." Patti Lynn was born on Aug. 19. Papa is the Warner head shipper.

Mongram Southern manager Henry Glover and family returned after a pleasure tour in the midwest. . . Earl W. Schroeder, Monogram Southern office manager, was vacationing in the Tennessee Lookout Mountain region.

Kenneth Thomas and his wife vacationed in New York. . . It was a happy birthday for Milton Dureau, celebrating his 57th at a luncheon.

**Florida
Miami**

A shift in the staff at the Trail has Louis Constanzo promoted from assistant to manager, with Norman Wittshen transferred from assistant, Circle, Miami Springs, Fla., to assistant, Trail. . . Mrs. Lillian Claughton, Claughton Circuit head, was in New York City with her husband. . . A stray bullet narrowly missed hitting Paul Preston, manager, Hi-Way Drive-In, Fort Lauderdale, Fla., as he sat typing a letter in his apartment atop the theatre's concession stand. The slug came from a gun used on a nearby archery range, it was reported. . . James Maury was assisting Burton Clark at the Boulevard Drive-In. . . Assistant to Bill Goller, Tower, is Ray Nye, formerly with Wometco, who returned to the circuit after attending a few years at Florida State University. . . The Cameo, Miami Beach, Fla., closed. . . Wometco and Florida State renewed their arrangement with the Dade County School Safety Patrol whereby patrol boys are admitted to neighborhood theatres as a reward for their service. This policy has been followed for the past 10 years.

**Louisiana
Shreveport**

Admission prices at the Strand and Majestic, owned by Paramount-Gulf Theatres, Inc., and the McElroy houses, including the Broadmoor, Glenwood, Centenary, and Rex, are going up.

Don George, prominent owner of a circuit of theatres, including the Don, here; the Davis, Bossier City, La., and well-known leader, was critically ill at the P. and S. Hospital. He suffered a heart attack at his office at the Don.

**North Carolina
Raleigh**

The Forest Drive-In was broken into, and cash and cigarettes were stolen.

NEWS OF THE

Territory

Chicago

More than \$50,000 was collected by B and K and Great States Theatres for the Korean Relief Fund, James Shields, office manager, reported. Collections in all theatres totaled about \$80,000.

The Family Drive-In equity suit against distributors was settled out of court by Frank Stewart, Clinton, Ill., and attorney Seymour Simon. The theatre can now bid for product against competitors.

In Springfield, Ill., Avinere Toigo, manager, Esquire, was forced to close his theatre following acts of vandalism by children and teen-agers. The theatre re-opened with an advertised house policy to refuse admittance to under-age patrons unless accompanied by their parents. In addition, they must sit with their parents throughout the entire show. The screen and seats were damaged prior to the closing.

A movement has been started to re-name Pottawatomie Park, Rogers Park district, the Ludwig Sussman Park, in honor of the memory of the late pioneer Adelphi owner. . . . A B and K goodwill gesture reached across the Loop to Eitel's Palace, where it bought 150 Cinerama tickets for managers and friends.

Bob Weiner, formerly in the New England area, is here to handle Columbia exploitation and publicity.

City theatre tax collections of \$91,415.94 in July zoomed way ahead of those in that month last year, \$75,496.85. Similarly, total collections for the first seven months were \$694,404.60 as against \$664,720.66. . . . Kermit Russell resigned from U-I to become Schoenstadt Circuit district manager. The censor board rejected four films of the 105 reviewed in July. Two were marked for adults. Of the lot, 19 were foreign.

A new five-year pact with the Chicago projectionists' union provides no salary increases, but gives progressive yearly raises in the projectionists' pension fund. Exhibitors have been contributing 10 per cent a year above salaries for pensions, but will now give 18 per cent for the first year, 22 per cent for the second, 26 per cent for the third, and 30 per cent for each of the fourth and fifth years. Hourly pay is \$2.86 for theatres with net admissions under 50 cents and \$3.57½ at the larger houses.

John Doerr, Alliance Theatres booking chief, attended booking conferences in Walla Walla, Wash.

RKO bookers and salesmen who won in the recent "Silver Jubilee" contest

received an additional two weeks pay. . . . Sidney Silverman was named Harlem Drive-In manager. . . . Mrs. Marion Sokey was transferred here from Omaha by 20th-Fox.

Authorities are dealing harshly in punishing and breaking up teen-age gangs that have been marauding in and about theatres. . . . The Shedd Aquarium is looking to its laurels. The Surf installed lobby tanks loaded with rare tropical fish to get patrons into the mood for "The Sea Around Us."

Les Stepner, who resigned as McVickers manager to enter plastics manufacture, was joined by Johnnie Humenic, his assistant for several years. . . . Oscar Brotman leased his Avaloe for commercial purposes. . . . Leslie Gleason was appointed Will Rogers manager.

Dallas

The Houston, Tex., Board of Health decided against banning the reuse of polaroid glasses for viewing 3-D pictures.

The Variety Club of Houston, Tex., held what was termed "the greatest stag party in history" in the Texas State Hotel. The affair was preceded by both a cocktail hour and a business meeting.

W. S. Samuels, Lamar, Beaumont, Tex., has been obtaining excellent results with highly original heralds.

Jack Zern, southwestern division manager, Altec, recuperated at Baylor Hospital after a serious kidney operation. His condition did not permit visitors. . . . Lou Wade, Republic salesman, was called to Greenville, Tex., by the sudden death of his mother, Mrs. Emma Wade, who suffered a heart attack. Services were held at Wolfe City, Tex.

Charles W. Weisenburg installed a 42 foot by 56 foot fabric screen at the Kaufman Pike and a new larger lens that projects a picture as large as the screen and which requires no masking. The fabric screen is hung over the lower, and a plastic paint is used on it. Weisenburg reports that lighting is even better than with the metal or asbestos board screens, and the biggest advantage of the fabric-plastic painted screen is elimination of all seams and joints. Kaufman Pike has the only installation of this type in Dallas and the second in the state. Jack Farr, Houston, Tex., has the other screen.

E. E. Euler, Southwestern Theatre Equipment, was traveling west Texas while Vernon Collins and family were vacationing in Arkansas. Salesman Vincent returned from his vacation.

C. D. Leon was in from Abilene, Tex. Also in were Hugh Millington, Rising Star, Tex., and Mrs. M. A. Lazarus, from New Orleans.

Large crowds came to the Ice Arena in the State Fair Grounds to see the running of the 14th annual Variety Club Turtle Derby for the benefit of the Boys' Ranch. First prize was won by American

Liberty Oil Company, second by Ernest P. Herber, Herber Brothers Supply, and third by W. J. Stuper. Some of the members had requested their usual posts, and many others worked hard in helping to make this big event of Tent 17 a success.

Ed Trinz came from California on business. . . . Ross Herman came back to Republic. . . . R. C. Valentine is acting as swing manager among the B and K houses.

A general meeting of the Variety Club, Tent 17, was held so that everything could be in readiness and members could be properly informed on Turtle Derby information. A silent prayer was called for by Chief Barker "Pappy" Doleen in reverence for two departed members, C. O. Davis and Owen Killingsworth. A feature of the evening was a short feature, "Life at Variety Boys' Ranch," produced and originally televised by the KRLD-TV staff. Credit was given to Johnny Hicks, Rip Giersdorf, Hal Hunt, and Clyde Rembert. John Rowley, general chairman, Turtle Derby, was called upon for a report. For special effort in selling turtles this year, the following members were named, Harry Casper, Nathan Brown, Louis Novy, Morty Freedman, George Myer, and Duke Evans. Wallace Walthall and C. A. Dolsen officially inducted C. E. Davidson, office manager, 20th-Fox, into the club.

Denver

The Denham is currently celebrating its 40th anniversary. The house is now managed by Mrs. Vera Cockrill, who operates under the policies found successful by her late husband.

Lester Zucker, U-I district manager, was in, and with Mayer Monsky, branch manager, went to Albuquerque, N. M. . . . Fred Brown, Black Hills Amusement Company film buyer-booker, and Mrs. Brown went to Portland on his vacation to visit their son.

Tom Bailey, Lippert franchise owner, went to Salt Lake City. . . . B. J. McCarthy resigned as sales manager, Realart, the job being taken over by Robert Patrick, who bought the exchanges. . . . Frank Monaco, U-I booker, and Josephine Garrimone, were married.

Merf Evans, closed the Lake, Johnstown, Colo., and was named manager, Lakewood, Lakewood, Colo.

Ed Barison, United Artists producer, was here for the opening of "War Paint," Tabor and Webber.

The Tower, LeRoy Ramsey, manager, gives a free ticket for the baby sitter to any parents who must hire a sitter in order to attend the show, presented when the patrons buy their tickets.

Des Moines

Morris Rosenblatt joined Allied Artists as a junior salesman. Rosenblatt currently is assistant buyer-booker for the Black Hills Amusement Company, Denver. He is the son of the late Rube Rosenblatt, once exchange manager for Allied Artists in St. Louis.

Some of the Iowa theatre owners followed the suggestion of Leo Wolcott, Eldora, Ia., board chairman, Iowa-Nebraska Allied, to increase admission prices. M. K. Halverson, owner of the theatre at Stratford, Ia., announced he was boosting prices 10 cents, bringing adults to 55 cents and children to 20 cents. . . . Harley Kuhfus opened the Radcliffe, Radcliffe, Ia., and will present shows on Saturday and Sunday nights. . . . James K. Roberts, manager, Wampus, Keosauqua, Ia., was scheduled to be married to Lois Darlene Roberts. . . . Keith C. Bright, Iowa City, Ia., has been named as manager, Niles, Anamosa, Ia.

Kansas City

A tie-up was made with the Kansas City Blues baseball club with a certain night designated "Gentlemen Prefer Blondes" night. Theatres distributed free tickets to a game to all blondes. On "Blondes" night, 20th-Fox had three models, a blonde, a brunette, and a red-head parade in front of the stands, with the crowd expressing its preference by applause. Chick Evans, 20th-Fox mid-west division exploitation representative, can take bows.

Bob Shelton, Commonwealth Circuit general manager, returned from a vacation. . . . Mrs. Eddie Golden, Vogue, and two daughters returned from a New York vacation. . . . Barney and Mrs. Jaffee, Tower, also vacationed in New York. . . . Gib Jones, booker for RKO, returned from a fishing trip. . . . Mr. and Mrs. Lawrence Lehman, RKO Missouri, returned from a Bermuda vacation. . . . The Orpheum, Atchison, Kans., reopened under the management of Van Hyning, Iola, Kans. His son-in-law, Harry A. Hixon, is the manager.

The Kansas-Missouri Theatre Association held its monthly board meeting. The association will hold its 35th annual con-

vention on Oct. 6 and 7 at the President Hotel. Senn Lawler has been named general chairman and will appoint committees. The next meeting will be held on Sept. 16 at the Hotel Phillips.

Happy birthday goes to Bill Parsons, manager, Park, Kansas City, Kans.; Betie Randolph, Columbia; Myrtle Cain, MGM; Harry Gaffney, Dixie Enterprises; Gene Snitz, Columbia sales representative; Gladys Melson, Ed Hartman booking and buying combine; George Hinton, Newton, Kans., and Jim Castle, Paramount exploiteer.

Plans were in readiness for the fourth annual stag party of the Motion Picture Association of Greater Kansas City at the Saddle and Sirloin Club on Sept. 21. There will be golf, horseshoe pitching, and cards. Bob Shelton is general chairman.

The Monroe, Monroe City, Mo., R. M. Nickerson, manager, won first prize in the Dickinson Theatres Corporation lobby shop contest named for Paul Kelly, in charge of concessions for the circuit. The Dickinson, Topeka, Kans., managed by John Marshall, was second, and the Glen, Quincy, Ill., Louis Magner, manager, was third.

When the Twi-Lite Drive-In was burglarized, \$50 in cash was taken from the office of manager James A. Anderson, Jr.

Los Angeles

The Southern California Theatre Owners Association advised theatre operators in the Los Angeles area coming under the jurisdiction of the city fire department that all changes in booths and screens must get official approval. The department is beginning a policy of strict inspection of every theatre. The new regulations came as a result of new projection techniques.

Milwaukee

Jack Koies, Tower, Cleveland, is the new manager, Telenews, replacing Phil Klien. . . . Fox-Wisconsin Amusement reopened the Riviera. . . . Miss Estelle Steinback, now manager, Strand, has been replaced at the Downer by Robert Pritchard, former manager, Modjeska. . . . The new girl at the Wisconsin Allied office, Mrs. Douglas Mellin, replaced Miss Thur.

Louis Orlove, exploiteer, MGM, was out in the northern territory promoting "Arena" and "Ride, Vaquero" and also setting up bathing beauty contests.

Bill Pierce, Savoy, announced that an attractive concession booth is being put in by Theatre Service Company. . . . The Variety Club's golf meet was successful. First honors in golf were won by Hank Tollette, Gordon Hewett, and S. J. Dentice. Hugo Vogel won first prize in the gin tournament.

Fox-Wisconsin closed two theatres in Stevens Point, Wis., the Lyric and Fox, owing to the teen-agers picketing. . . . Bill Schwartz, formerly a salesman of U-I, is now employed as a Warner salesman, replacing Leon Dezin. . . . Citizens of Plain, Wis., are hitting a goal of \$30,000 to build a new community theatre. A total of \$11,000 has already been subscribed.

Dates of the Northeastern Minnesota-Wisconsin regional meeting of North Central Allied switched to Sept. 23. This will be held in Duluth, Minn., with President Berrin Berger in attendance and Clarence Kaake in charge.

Minneapolis

An out-of-court settlement was reached in the anti-trust suit brought by Martin Lebedoff, neighborhood theatre operator, against the major distributors and Minnesota Amusement Company, United Paramount Theatres subsidiary. Lebedoff was awarded a judgment by Judge Gunnar H. Nordbye in federal district court about a year ago, and an appeal has been pending in the U. S. Circuit Court of Appeals at St. Louis. The judgment was for \$138,000 including damages, costs, and attorneys' fees. The settlement was for approximately the amount of the judgment, according to Lee Loevinger, attorney for the plaintiff. No interest was obtained, Loevinger said. The appeal currently pending will be dismissed, and will be sent back to the federal district court here to discharge the surety and satisfy the judgment.

Roger Dietz and Ruth Johnson, both bookers, Columbia, were married in Paynesville, Minn. . . . Jack Kelvie, office manager, 20th-Fox, vacationed. . . . Audrey Hagen, bookkeeper, Warners, vacationed. . . . Marge Jensen, secretary to the assistant to the district manager, 20th-Fox, is leaving to become traffic director at WDAY-TV, Fargo, N. D.

Fred Finnegan, booker, RKO, vacationed. . . . Channel 11 went on the air

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and will be shared jointly by WMIN-TV and WTCN-TV. . . . Irene Efshen, NSS, vacationed. . . . Edna Bjornson, inspectress, NSS, vacationed.

Recent exhibitors in were: Leo Molitor, Superior, Wis.; Joseph Carriere, Drayton, N. D., and Hallock, Minn.; Mike de Fea, Milbank, S. D.; Jud and Percy King, Dell Rapids, S. D.; P. R. King, Adrian, Minn.; John Watters, Jackson, Minn., and Dan Peterson, Pierre, S. D.

Harry Weiss, RKO Theatres district manager, attended the division managers' meeting in New York. . . . Gene Meredith, formerly cashier at Warners, has been transferred back here from the Jacksonville branch to be office manager.

Superior, Wis., officials issued a permit for a \$25,000 remodeling job at the Palace, Minnesota Amusement Company. . . . Graham Van Camp assumed complete ownership of the Roxy, Towner, N. D., formerly owned by the Community Theatre Association. . . . Rochester, Minn., children had their choice of four free shows in a back-to-school promotion sponsored by merchants. Theatres participating were the Chateau, Empress, Lawler, and Time.

Maitland E. Frosch, Frosch Theatre Supply, is back after being confined at Mount Sinai Hospital. . . . Frank Schrienerhart has been named manager, Greendale, Greendale, Wis. . . . Frank Groenke is the new owner, Jasper, Jasper, Minn., formerly operated by J. W. Guse. . . . F. J. Maierhausen is the new operator, Irene, Irene, S. D. . . . Clem Jaunich, Delano, Minn., who sold out his theatre interests after a long illness, is reading travel folders in preparation for a world cruise.

Oklahoma City

Construction of the San Jose Drive-In, SE, Albuquerque, N. M., started. Robert E. Morley, owner, said the spot will have space for some 600 cars. It is expected to be ready for opening by Nov. 1.

Seven major distributors filed lawsuits in federal court against L. Earl Snyder, Jr., owner, Apache Drive-In, Tulsa, Okla., and a former member of the corporation that owned the Admiral Drive-In when it was the Modern-aire. Bringing the suit are Warners, Columbia, Loew's, Paramount, RKO, 20th-Fox, and U-I. The plaintiffs ask the court to determine their losses from May, 1948, to September, 1952, and ascertain punitive damages as well. The suit alleges that Snyder wilfully and fraudulently made false and inaccurate statements as to his gross intake in order to take advantage of lower flat rental and percentage fees on films shown during the period.

Morris Loewenstein, president, Theatre Owners of Oklahoma, Inc., announced that all members of the Oklahoma Congressional delegation have been invited to a luncheon during the

annual convention of the organization set for Dec. 7 and 8 in the Biltmore Hotel.

St. Louis

In Piedmont, Mo., A. B. and Maude Jefferis have come up with another innovation that is growing in popularity, the regular Friday night square dance held on the patio in front of the snack bar of their Pine Hill Drive-In. Music used for the dancing is tape-recorded.

A Requiem High Mass was held for Mrs. Louise T. Earle, wife of William C. Earle, branch manager, National Theatre Supply, at the Corpus Christi Catholic Church, Jennings, St. Louis County. Interment was in Calvary Cemetery. In addition to her husband, Mrs. Earle is survived by a son, William C. Earle, Jr., on the sales staff of National Theatre Supply, and a daughter, Mary Louise Earle; three sisters, a brother, and several grandchildren.

In Athens, Ill., the Alvin, dark since July 3, reopened. . . . In Farina, Ill., the Lyric, closed for a month while the owners, Mr. and Mrs. Art Madden, were on vacation, reopened. . . . In Sumner, Ill., the Idaho closed on July 3, was reopened by owner Marlin T. Atkins.

In Waverly, Ill., J. Wyman Hart and Russell Hall, in the business for some 18 years, had their long standing business association terminated when Hall sold his half interest in the 450-seat Rex to William Jackson.

In West Salem, Ill., Luther R. Ausbrook, owner-manager, 390-seat Granada, put into effect an increased schedule of prices.

In Jefferson City, Mo., the Secretary of State's office issued several certificates of incorporation including Milti-Scope Theatres, Inc., Kansas City. Incorporators were listed as C. A. Schultz, J. C. Byram, C. James, and H. A. Bush. The same incorporators were given for another corporation, New-Vu Theatres, Inc.

The officers and directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois met with chairmen of the various committees working on the plans and details for the 1953 meeting. Vice-president Tommy James, who owns the New Comet, Douglass, and Strand, was host at the luncheon.

In Clayton, Mo., Judge Amandus Brackman, St. Louis County Circuit Court, set for hearing on Sept. 22 the injunction suit filed on Feb. 14, 1953, by Hugh Graham, lessee, LaCosa, Village of St. Ann, against 12 officers and members of the Local 143 to prevent the union and its members from picketing the theatres in their efforts to force the employment of two union projectionists on each shift at the house.


Out-of-town exhibitors seen included: B. Temborius, Breese, Ill.; Joe Gold-

farb, Alton, Ill.; Malcolm Reid, O'Fallon, Ill.; Loren Cluster, Salem, Ill.; Herman Tanner, Vandalia, Ill.; Tom Bloomer, Belleville, Ill.; Martin Operle, Ste. Genevieve, Mo.; Charley Beninati, Carlyle, Ill.; John Rees, Wellsville, Mo.; Bill Williams, Union, Mo., and Judge Frank X. Reller, Wentzville, Mo.

San Antonio

Among the exhibitors in were: Jose Navarro, National, Taylor, Tex.; Homer Walters, Falls, Marlin, Tex.; Hiram Parks, Capitan and Llano, Lubbock, Tex.; J. Howard Hotchkiss, Gay, Tulia, Tex., and Gus Lavenant, Haydee, Dilley, Tex. . . . Mary Powers, Texas, recently became a bride.


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Mrs. C. W. Matson opened the Belle Drive-In, Caldwell, Tex. . . . Gene Nelson, manager, Albany, Crowell, Tex., also subbed as manager, Rialto during the vacation of Gene Nelson, manager. . . . Lawrence O. McCormick, owner-manager, New Tex, died at Anthony, Tex. . . . The Round Top Drive-In, La Grange, Tex., has been reopened by Herbert H. Rehmann. It was previously owned and operated by C. A. W. Schiege.

Howard Allen was named architect for the reconstruction and adaptation of the Wallace, Levelland, Tex., for Cinema-Scope.

Frank Fritsche has been named manager, Circle Drive-In, Beaumont, Tex.

East Texas Theatres, Inc., owner-operator, Stone Fort and Main, Nacogdoches, Tex., announced plans for the building of a new drive-in. . . . The Red Bluff Drive-In has been opened at Houston, Tex., by Phil Isley Theatres.

Preston Smith, president-general manager, Smith Theatres, Lubbock, Tex., and president, Texas Drive-In Theatre Owners Association, announced that a price increase will go into effect. Smith pledged to return this amount in proportion to the reduction or elimination of the federal tax, if legislation is enacted next year.

B. Stell replaced the late George Meyer at Azteca.

Costello, Local 162, made the projectionists available to the group. Other firms contributing were Hancock Brothers, tickets; Darrell Pischoff, posters, and Quality Flower Shop, flowers. Clothes to be modeled by club members will be from the Peggy Shop. Corinne Swanson, Blumenfeld Theatres, and Paula Grubstick, Lippert, have been added to the model list. Committee members who made radio and TV appearances to sell tickets are Miss Marquart, MGM; Helene Shirir, Blumenfeld; Mrs. Grubstick; Marie Stedman, Variety Club; Mildred Combs, 20th-Fox; and Dorothy Haley, B. F. Shearer. Ticket chairman is Irene Glosser, Blumenfeld. The picture to be previewed will be a new Columbia release.

Hal Honore, former manager, Sea View, Pacific Manor, Cal., resigned to return to Fox West Coast as manager, Peninsula, Burlingame, Cal. . . . In town were Harold Wenzler, Pasadena, Cal.; Marvin Martinez, booking for his drive-ins at Sacramento, Cal., and Salinas, Cal., and Ned Steele, Jr., booking for the Williams and Colusa drive-ins.

Seattle

James McNab, business agent, Motion Picture Operators, is still in Providence Hospital, while Sarah Nicholson, head inspectress, U-I, has been released and is now convalescing at home.

The office of the Army and Air Force Motion Picture Service will be closed and theatres will be served from San Francisco.

Glen Haviland, 20th-Fox salesman, flew back to New York and is attending meetings with company executives relevant to bargaining for salesmen's salaries.

Theatre owner Edward H. Metsger, Moscow, Idaho, teamed up with a former Juneau, Alaska, dentist named E. H. Kaser to buy the five-story, 60-room Washington Hotel, Pullman, Washington, for a price in excess of \$150,000. The hotel, social center for Pullman, home of Washington State College, will be operated by Kaser.

Actress Marilyn Monroe hobbled through town on her way back to Hollywood after injuring her left leg while filming the "River Of No Return" in Canada. . . . "The Robe," the world's first CinemaScope production, will hold its northwest premiere here on Sept. 30 at the Fifth Avenue.

With Allied Artists Wild Bill Elliott as the drawing card, the fourth annual "Back-To-School" theatre party, sponsored by Seattle department stores in conjunction with Hamrick and Evergreen theatres was an outstanding success. Demand for free tickets to the shows was so great that two additional houses, the Coliseum and the Music Hall, were added to the group making a total of six theatres that held the special programs for approximately 20,000 youngsters. The others were the Fifth Avenue, Liberty, Paramount, and Orpheum.

San Francisco

Among Fox West Coast managerial changes in Stockton, Cal., were the following: Timothy O'Brien, manager, State, resigned; Lee Hess, State and Ritz, was transferred to manage the Visalia, Visalia, Cal.; Joseph D'Jarneau, Los Angeles, is now managing the State and Ritz. The East is now closed each Tuesday. . . . Charles Pincus, Blumenfeld Theatres district manager, Stockton, Cal., tied up radio football game broadcasts with announcements before and after the game.

Other Blumenfeld news includes the transfer of Dee DeWitt from manager, Esquire, Stockton, Cal., to manager, California, Pittsburg, Cal.; Gus Morris, Sierra, Stockton, Cal., now manager, Esquire, there, and Herman Stovall, new manager, Sierra. . . . The Sierra, Stockton, Cal., closed for matinees on weekdays, opens with a bargain half-hour at 6:00 p. m. Thrifty Drug Stores, Stockton, Cal., has taken over the Esquire and Sierra for back-to-school parties.

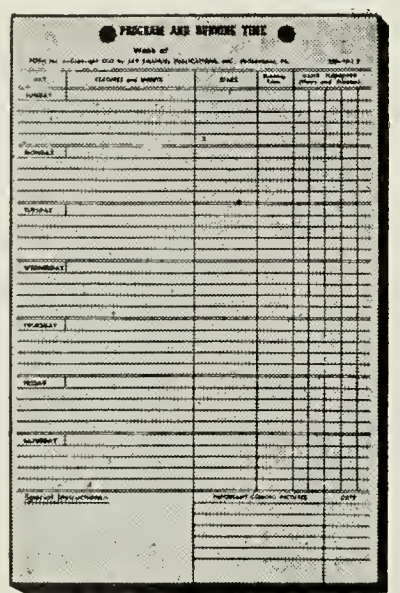
At Columbia, Barbara Rogers resigned. . . . Wedding news centers around Marguerite Hamm Gray, daughter of L. S. Hamm, president, California Theatres Association, who married attorney Orville Pratt IV. She will retain her part ownership of the Westside group of theatres, of which her father is president.

Another bride with a well-known father is Marilyn Petricia Jacobs, daughter of N. P. "Red" Jacobs, president, Favorite, who married Mark Tenser.

Margo Bowyer, secretary to L. E. Tillman, Columbia manager, resigned to marry Frederick Matthews. . . . Elmer Benjamin, formerly salesman with Astor, is now a salesman for Favorite Films. . . . United-California closed the Pine Breeze Drive-In, Paradise, Cal. . . . Mary Marquart, chairman, The Film Colony Girls' Fashion and Preview party, for the benefit of the Variety Club's Blind Babies Fund, announced cooperation from Local 162, with receipt of a letter from business manager John Forde, who informed the group that the local will contribute the services of a spotlight man and a projectionist for the show at the Presidio on Sept 26. Frank

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NEWS OF THE

Territory

BRANCHES
Cincinnati

Elstun Dodge, owner, Elstun, suburban Mount Washington, got himself columns of space in the local newspapers when he provided rocking chairs, magazines, and reading lamps outside his house, and piped march music through an amplifier for the benefit of pickets representing Local 327. To add to the fun, neighborhood teen-agers picketed the pickets, and then bought tickets to increase business considerably. It all started when Dodge took over the job of his vacationing projectionist. Dodge had held a projectionist's license for 20 years, but can't join the union because he's management. The affair ended peacefully when the vacationing projectionist returned.

Away on business were E. M. Booth, MGM branch manager, in Los Angeles; Edward Salzberg, Screen Classics, in Knoxville, Tenn., and New York City, and Richard Rosenfeld, president, Standard Concessions, in New York. . . . Here on business was T. O. McCleaster, 20th-Fox division manager.

Exhibitors in were Frank Yassenoff and Jack Needham, Columbus, O.; Lou Wetzell and Allan Warth, Dayton, O.; Moe Potasky, Troy, O.; John R. Poe, Aberdeen, O.; George Turlukis, Hamilton, O.; Milton Strauss, New Westerville, O.; Guy Greathouse, Aurora, Ind.; James Denton, Owingsville, Ky.; Charles Dehlen, Lexington, Ky.; J. B. Johnson, Nicholasville, Ky.; James Booze, Everett, Ky.; James Head, Winchester, Ky.; Malcome Lowe, Parkersburg, W. Va., and C. B. Huekle, Huntington, W. Va.

Attending the West Virginia Allied convention were Milton Gurian, Allied Artists branch manager; Philip Fox, Columbia branch manager; Herbert Gillis, Paramount branch manager; James A. Conn, National Theatre Supply district manager, and Henry Rolnick, Berlo Vending Company district drive-in manager.

Vacationing were Harris Dudelson, Lippert division manager; Jack Kauffman, 20th-Fox sales manager; Lou Grossman, Columbia head shipper, and his wife, Ida, Columbia inspectress, and Chic Weinberg, MGM head booker.

Two promotions of the Chakeres Circuit went over big, a "back to school" drive in cooperation with merchants in the various cities where Chakeres houses are located and an auto giveaway directed by Frank Collins, Chakeres general manager.

Fifty houses are running trailers to bally the annual "Old Newsboys Day" on Sept. 22 for the benefit of the Variety Club's Foundation for Mentally Retarded Children.

The suburban Camargo ran a successful "back to school" promotion. . . . The land at 510 Vine Street, site of the former Lyric, demolished earlier this year for a parking lot, has been sold by RKO Midwest Corporation.

Jesse Smith, 20th-Fox boxoffice clerk, seriously injured in a traffic accident, is recovering, but is not expected to be able to return until early next year.

Maurine Masters, U-I general clerk, is wearing an engagement ring. . . . Roy Kisner, Warner shipper, enlisted in the marines. . . . The car of Tony Mitrin, manager, Dixie, was demolished in a traffic accident near Chillicothe, O. . . . Realart has the franchise in this area for all films produced by Filmmakers.

Cleveland

The anticipated wholesale closing of theatres following failure to repeal the federal admission tax failed to come off. Three theatres closed from two to five years have been sold for conversion, the Royal, Gordon Square, and Milo, all owned by Meyer Fine, Sam Stecker, and Abe Kramer, Associated Circuit, and purchased by the Wargo Realty Company. Theatres which reopened over the Labor Day weekend were the Lincoln, Youngstown, O., acquired by Lloyd Peterson; Kinsman, Kinsman, O.; Roxy, DeGraf, O.; Shreve, Shreve, O.; Grove, Columbus Grove, O., and Dixie, Toledo, O.

Jerry Lipow joined the Paramount sales force to cover the Toledo, O., territory formerly covered by Lester Irwin, promoted to assistant to branch manager Harry Buxbaum. Lipow, former MGM salesman, has, for the past two years, been associated with Justin Spiegle in the distribution and sale of exploitation pictures. Spiegle will carry on without Lipow. . . . Norbert Clark, manager, Windameer, and Bon Holland, manager, Shaw-Hayden, both in East Cleveland, O., took pictures of the East Cleveland Community picnic, and will show them on their screens. All expenses were paid by East Cleveland community merchants.

It's a boy for Bob Ullman, National Theatre Supply salesman, and his wife. The newcomer arrived in University Hospital as a companion piece to a one-year-old daughter.

Charles Meyer, partner of his father-in-law John O. Guthrie, in the Karolyn, New London, O., and the City Hall, Greenwich, O., thinks that the wide-screen or some variation of the wide-screen method will outlast 3-D. Guthrie and Meyer, who made their own 3-D and wide-screen equipment for the Karolyn, also made the equipment they are installing in the 160-seat City Hall.

Dale Tysiner, manager, Shea's Ashtabula, Ashtabula, O., leased it to the Marine Corps League for presentation of the United States Marine Band.

Duke Hickey, after spending several weeks in New York at U-I, is back.

. . . John Kumbler, 71, is convalescing from the effects of the heat wave. Kumler built the Pantheon, in which he still maintains an interest along with Martin Smith, Jim Beidler, and Bill Skirball.

Mark Goldman, IFE district sales manager, says that three Roman beauties will be in to participate in a style show as promotion for "Three Girls From Rome."

Herb Ochs, who operates outdoor theatres in the United States and Canada, engaged the services of Charles "Daddy Long Legs" Sander to promote his Bluewater Drive-In, Port Huron, Mich. Sander walks around town and in super markets on five-foot stilts passing out heralds.

Effective SHOW SELLING

TWIN DRIVE-IN 1 MILE
NOW PLAYING
ANNIE GET YOUR GUN
BETTY HUTTON - MUSICAL COMEDY

Wagner

PORCELAIN AND BAKED ENAMEL STEEL PANEL ASSEMBLIES

A high quality, low cost changeable copy display for drive-ins. Any length, in multiples of 5 feet. Any height, in multiples of 7 inches, starting at 20 inches. Letters mount directly on the face.

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GER-BAR, INC.
442 N. Illinois St., Indianapolis 4, Ind.

HADDEN THEATRE SUPPLY CO.
209 S. Third St., Louisville, Ky.

Glen Flieman, who owns theatres in Woodsfield, O., and Caldwell, O., built himself a swimming pool in time to be the most popular citizen of Woodsfield. . . . Charles Taylor and his wife celebrated their 25th wedding anniversary. Taylor was manager, Shaw-Hayden, for 28 years. Now he is managing the Center-Mayfield for Joe Rembrandt.

Emyl Rossback, whom pioneer Toledo, O., exhibitors will remember as pianist who accompanied silent films, died. . . . Howard Mandell, who used to stage acrobatic novelty acts in Toledo, O., theatres, died. His wife and four children survive.

Detroit

"This Is Cinerama," Music Hall, is contemplating putting on more showings. Cliff Giesseman, Stanley Warner Cinerama Corporation assistant director of exhibition, was in to see Frank Upton, manager. . . . Irving Lovett; recent manager, Lincoln Park, suburban Lincoln Park, replaced Eric Clarry as RKO booker.

To use the stifling heat to its advantage, Korman's Broadway-Capitol built a wall along the front curb using 200-pound ice blocks. Signs reminded patrons and passers that it was cooler inside.

Pierre Lamarre is now booking with Warners. He returned from New York, where he managed the New Amsterdam.

A possibility of the Flint, Mich., television channel 12 going to the W. S. Butterfield Circuit was renewed as the Federal Communications Commission planned hearings in the Trebit Corporation licensing. . . . Glenn A. Harnden, who operates the synchronizing panel at the Music Hall, will be one of the principal speakers at the Michigan Optometric Society's annual convention. Harnden, a veteran projectionist, will speak on "Cinerama and Peripheral Vision." . . . The Hollywood will carry a closed circuit TV of the Notre Dame games, and the Palms has the Marciano-LaStarza fight on Sept. 24. . . . The Starlite, Lansing, Mich., added 140 speakers to build its capacity to 700 cars. It is a Clark Theatre Service client.

"The War Of The Worlds," Betty Fussner, Paramount, said, is booked solid for the entire state. . . . Neal Talling took Detroit critic to Stratford-on-Avon, Ontario, for a day at the Shakesperian Festival in appreciation for their many treks to Highland Park for screenings. The Talling-managed Krim often features first-run foreign and art films, necessitating the long streetcar ride out Woodward Avenue.

Ovid, Mich., population, 1410, faced the small town's problem of no movies because of dropped trade. When L. G. Doane, who struggled three years to keep the lights burning, announced that he was about to give up, the Ovid Community Association took over. The incomplete setup at this time includes Paul Meder, bank cashier, as booker. Meder, former manager of the house, expects a permanent manager to be named shortly.

M. Harlan Starr, 73, for 15 years manager, Allied Artists, died at Deaconas Hospital. Funeral services were held at the Schmalzriedt Sons' Funeral Home. His survivors include his widow and a son, Clinton Starr.

Pittsburgh

Mrs. Jay M. Fineberg, whose husband is presently stationed at Scott Field, Ill., gave birth to twin boys. The happy grandfather, Sam Fineberg, now living in Phoenix, Ariz., was formerly Chief Barker, Variety Club.

Bob Kimelman resigned as buyer for Bert Stearn's Co-operative Theatre Service in order to accept a position with the United States Realty Company. He is a nephew of Dave Kimelman, branch manager, Paramount.

Film Row was saddened to hear of the death of Wally Allen's mother in Springfield, O. Mrs. Allen had been making her home in that city with the former Pittsburgh exploiteer, now working for the Chakeres Circuit.

Meercy Braff resigned as MGM booker to accept a position as office secretary for Allied Motion Picture Theatre Owners of Western Pennsylvania. . . . Irv Ziner resigned as Columbia salesman in West Virginia. The area will be covered by Charles Dortic, who will split the Main Line territory with Floyd Klingensmith.

Sam Milberg added the Main Line to his Erie, Pa., territory since the resignation of Earle Sweigert at RKO.

The Stanley is definitely going to carry the Marciano-LaStarza battle on Sept. 24th. The J. P. Harris also expects to handle the scrap, while Loew's Penn, the other TV-equipped house, was still waiting to hear from New York.

Fred Kunkle, assistant manager, Loew's Penn, chose the hottest week in history to escape to the mountains for his vacation. . . . Harry Harris is sporting a new Jaguar.

C.S. Brown was a Film Row visitor from Kane, Pa.

Michigan Grand Rapids

Hallmark's newest release, "Half-Way To Hell," an anti-communist documentary with story and narration by Quentin Reynolds, coupled with footage from another Hallmark production, had two test dates at the Division Drive-In, here, and the Starlite Drive-In, Saugatuck, Mich. The campaign, handled by showman Kroger Babb, was limited to newspaper and radio for the tests.

Ohio Bellefontaine

For "Stalag 17," Schine's Holland, Lewis Thompson tied up with the American Red Cross radio program. The film was tied in with interviews given



Walt Wolverton, manager, Circle, Indianapolis, enlisted the aid of a local police officer in strapping up Raymond LaRue, professional escape artist, who performed in front of the theatre to plug the recent opening of Paramount's "Houdini."

veterans on the air, with each vet being given passes to see the picture. The American Legion also lent full cooperation.

Columbus

Jack Kane, 56, owner of a circuit of burlesque theatres, including the local Gayety, died in a Philadelphia hospital.

Charles Sugarman and Lee Hofheimer, North Hi Drive-In, turned over the theatre for a community mass meeting at which Rev. F. Olin Stockwell, missionary, Methodist church, spoke.

Marjorie and Harry Schreiber, Jr., returned to schools out-of-town. She is enrolling in the freshman class at Wellesley College, and Harry, Jr., will be a junior at Massachusetts Institute of Technology, where he is president of his class. They are the children of Harry Schreiber, manager, RKO Palace.

Loew's Broad is one of three Loew theatres chosen for the simultaneous world premiere of "Torch Song" on Oct. 1. The other theatres are in Richmond, Va., and Syracuse, N. Y.

The Champion, H. and S. Theatres, is closed until Oct. 1 for renovation. . . . Bernard Ginley, manager, Southern, vacationed.

Zanesville

From Shea's Liberty came the regional winners of the NBC amateur contest to participate in the national radio contest broadcast over the NBC network. Shea's Liberty has been presenting weekly amateur shows since June 13. A tie-in was made with NBC. The trio, Mary Embree Blackwood, Ruth Embree Johns, and Bob Embree, went to New York accompanied by Joe Scanlan, manager, Shea's Liberty, and, George Patrick, Shea's talent show announcer.

Pennsylvania Altoona

Mr. and Mrs. Anastasios Notopoulos celebrated their 50th wedding anniversary.

NEWS OF THE

Territory

Boston
Crosstown

Seymour Schussel, eastern division manager, IFE, and assistant to Bernard Jacon, was in to meet with exhibitors concerning the fall release schedule.

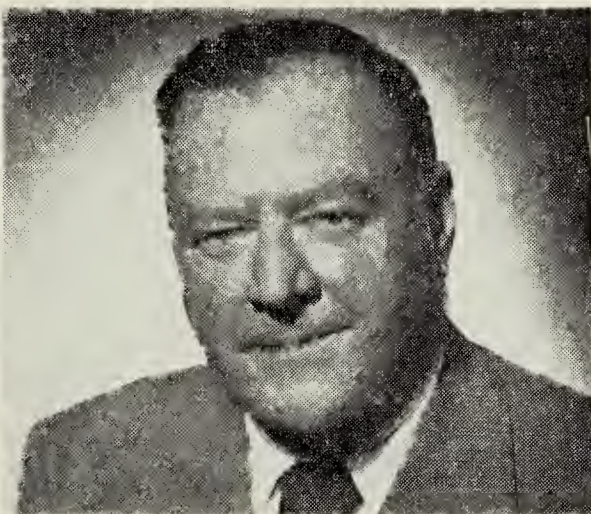
Eliminations announced by the Bureau of Sunday Censorship include the following: "Ali Baba Nights," parts 1 to 8, (Formerly "Chu Chin Chow") (Deletion: Scene showing girls with bare abdomens lined up against wall, in part 4.) Screen Guild; "Plunder Of The Sun," parts 1 to 8 (Deletions: Dialogue, "You stood me up because you think I'm a tramp.", to and including, "Julie, the tramp!", in part 5.) Warners; "Return To Paradise," parts 1 to 10 (Deletion: Dialogue, "babies first". in part 4.) United Artists.

With the Theatrical Bowling League getting under way early in September for the 1953-54 season, teams are now being formed for the start of this 24-week contest. All potential bowlers in the film district should contact Jack Hill, Wholesome, for placements on one of the teams. As was the case last year, six teams will be in competition this year, with a series of prizes for individual scores and team scores to be given out at the end of the season of play. Outgoing President Jack Hill is calling an executive board meeting to elect new officers for the coming year.

A delightful windfall came to Mrs. Hazel Robertshaw, treasurer, Durfee, Fall River, Mass., at the same box-office for more than 20 years. She became friendly with a local couple, Mr. and Mrs. J. B. Poland, who were weekly visitors to the theatre. Poland died several years ago, and, after awhile, Mrs. Poland continued to visit the Durfee at nearly every change of program. Last month, Mrs. Poland died, and her entire estate of \$35,000 in cash and valuable residential property was left outright to Mrs. Robertshaw.

John Thompson, special feature publicist, UA, returned to handle "The Moon Is Blue," Astor. . . Alice Tanzman, librarian at Wholesome, flew to California for her annual vacation. . . Doris Mollica, manager, Opera House, Lebanon, N. H., closed the theatre while the house was being equipped with CinemaScope, wide-screen, and stereophonic sound. Altec Service put in the sound while Eddie Comi, Massachusetts Theatre Equipment, supervised the installation.

"The Robe," 20th-Fox's first CinemaScope production, is set for the Keith Memorial on Oct. 7. Rodney Bush, exploitation director, 20th-Fox, spent a few days in town conferring with Jay Golden, division manager, RKO Thea-



John F. Gubbins was recently promoted to the post of Paramount Boston sales manager, succeeding Jack Brown, elevated to the branch managership. Gubbins was previously Boston salesman.

tres; Ben Domingo, district manager, and James "Red" King, publicist, and James M. Connolly, branch manager, 20th-Fox, and his publicist, Phil Engel. Discussions were on the advertising campaign, admission prices, general policy, and the exploitation campaign. The Keith Memorial was using spot trailers announcing the feature. These trailers have been made up by the film company, with one used each week at the Memorial.

A new policy of "prestige films" for midweek showings has been established at the Weymouth, East Weymouth, Mass., by coowners Paul J. Haldeman and Aaron Schindler. On Tuesdays, Wednesdays, and Thursdays, the new series of class pictures was inaugurated, with "The Importance of Being Earnest" the first feature. The policy is two evening shows, no matinees, and advanced prices. The admissions have been raised from 50 cents to 74 cents for the series. The evening shows are not pointed at children, but special student prices will be arranged when historical films are shown. The management is considering offering series tickets at slightly reduced prices for the entire series. In many instances this series will play first-run in the South Shore district. Foreign language films and art pictures of adult fare are being considered. Maurice Sidman, manager, is also planning special children's matinees on no-school afternoons, and is working with officials of



This attractive lobby display was set recently by Bob Carney, Poli, Waterbury, Conn., for his kiddies show scheduled for just before the youngsters headed back to school.

the Parent-Teachers Association on the selection of film fare.

The 1953 "Jimmy Fund" drive has officially opened, according to co-chairmen Martin J. Mullin, New England Theatres, and Joe Cronin, general manager, Boston Red Sox. Election of the following new members to the board of trustees was also announced: Cronin; Carl Haffenreffer, secretary, Narragansett Brewing Company; Rudolph King, Registrar of Motor Vehicles; Edward C. Fay, Providence, R. I., dean of New England exhibitors, and Harry Feinstein, Stanley Warner Theatres.

Arthur Lockwood, Lockwood and Gordon, returned home after a cross-country automobile tour with his family. The Lockwood family consisting of Mrs. Lockwood, two sons, and a daughter, left Boston in late June in a specially built station wagon for the west coast, but planned the itinerary to take in the interesting sights.

More than 400 persons attended funeral services for William W. Saxe, 63, retired advertising executive, The Boston Herald. The services were held at Levine Chapel, Brookline, Mass., with Rabbi Dudley Weinberg, Temple Ohabei Shalom, officiating.

A Little League ball game was promoted for the Jimmy Fund in Farmington, Me., by Tom Roderick, manager, State, which enriched the "Jimmy Fund" for 1953 by \$108. This is just one of Roderick's many activities benefitting the "Jimmy Fund" drive.

The Warner, Lynn, Mass., Stanley Warner, was completely destroyed by fire on Labor Day morning causing a loss of \$100,000. Fire companies from surrounding towns were called in. The fire allegedly started in the manager's office, and was discovered by a patrolman. It threatened other business establishments in the area, but water damage was all that was suffered. Roy Beckman, manager, Warner, immediately made plans to transfer his Labor Day show from the burned theatre to the closed Waldorf, Lynn, Mass., owned by Stanley Warner.

Benjamin H. Green, 64, theatre broker and former general manager, Black Circuit, died on Sept. 5, with funeral services held at Levine Chapel, Brookline, Mass. He died at Beth Israel Hospital after a brief illness. He was a member of the Variety Club of New England, the Boston Real Estate Exchange, and Tefireth Israel Lodge, and is survived by his widow, two sons, and two brothers.

Frank C. Lydon, executive secretary, Allied Theatres of New England, has been named chairman, theatre group, in the mercantile division, 1954 United Red Feather Campaign, in Metropolitan Boston. The monies collected benefit 300 health and social welfare agencies serving the people of Greater Boston. Red Feather dates are Oct. 25-Nov. 24.

"The Moon Is Blue" broke an attendance record on Labor Day at the Astor at \$1.10 top.

Film District

Negotiations were under way for the sale of the equipment business of Joe Cifre, who handles Motiograph in this area. Cifre is retiring from active business. As soon as the details are completed, he will devote his time to other pursuits not in the motion picture line. The firm of Joe Cifre, Inc., on Winchester Street is a familiar one and well-known to the industry. Confirmation of the deal will be announced when the papers are signed. Cifre certainly will be missed. . . . Agnes Donahue, booker at UA, took a fall in her house and broke her right wrist, causing her absence for several days.

New Haven

Crosstown

Morris Rosenthal, Loew's Poli, continued to get more tieups for "From Here To Eternity" with book stores, distributing cards around the city, news trucks bannered, and a special interview with Deborah Kerr, in the new legit show, "Tea and Sympathy," at the Shubert. . . . Charles Gaudino, Poli assistant, had some interesting experiences on his trip south. . . . Jack Lynch, Paramount, assisted with the "Lanphiers Cove Day" at the east shore community.

Meadow Street

The Palace, Middletown, had a "Back to School" free show for youngsters. . . . The Groton invited Korean veterans of the Thunderbird Division to see "Thunderbirds." . . . The Palace and Ridgeway, Stamford, were due to have wide-screens. . . . Herman M. Levy, MPTO of Connecticut, was appointed town counsel of Hamden by the Selectmen. He will fill the unexpired term of Judge John R. Thim. Levy had served as assistant town counsel.

When the new Oak, Oakville, reopened under the management of Eleanor and Raymond A. Ellis, there were improvements. . . . The "John Pavone Allied Artists Drive" will be from Oct. 31-Jan. 29. . . . Folk of 20th-Fox had a bon voyage hot dog and hamburger roast at Sam Germain's home. Miss Vin De Cerbo was honored with a special cake wishing her a nice trip to Italy.

Lou Moscow, Shubert; "Bridgie" Weber, and George Weber did well with the big blues off the New London shores. "Commodore" Moscow is now busy with his theatrical chores at the Shubert. Weber and Moski went up to Massachusetts on a fishing trip and returned with 47 pounds of striped bass.

The MPTO of Connecticut golf tournament had a bigger attendance than



Civic officials joined naval heads at the recent Boston premiere of U-I's J. Arthur Rank film, "The Cruel Sea" at the Exeter Street. Noted left to right, are, E. Myer Feltman, U-I Boston branch manager; Norman Hallett, British consul; Violet Berlin, who operates the theatre; Rear Admiral Charles E. Monsen, Commandant, First Naval District, and Jeff Livingston, U-I eastern advertising manager.

last year according to Al Pickus, George Wilkinson, and Herman Levy.

Circuits

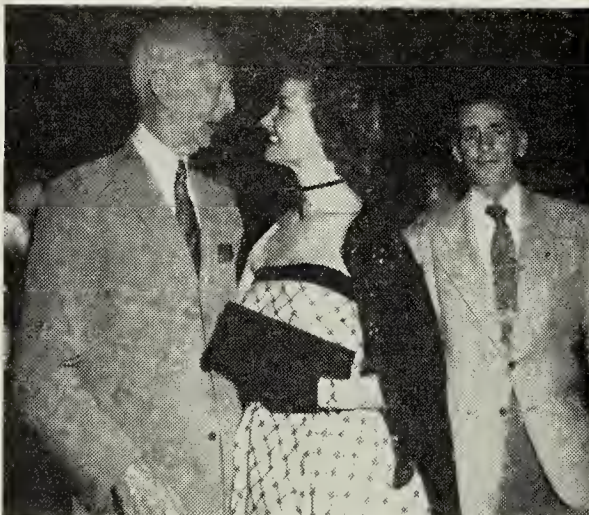
Loew Poli

Division manager Harry F. Shaw was in the territory. . . . Special kiddies' shows were set for Waterbury, Hartford, and Meriden. . . . Lou Cohen, Poli, Hartford, also sold children's shows for Thanksgiving and Christmas. . . . Ben Joel, Loew's home office, was in. . . . Frank Allen was scheduled to be in New Haven in conjunction with the advance bally for "Mogambo." The press, TV, and radio folk met Allen at the Hotel Taft.

Variety Club

Tent 31, New Haven

The Variety Club, Tent 31, in conjunction with the film industry in New England is sponsoring a 75th birthday party dinner and dance in honor of Israel Levine, better known as "Hymie," on Oct. 7 at 6:30 p.m. at the Waverly Inn, Cheshire. Sam Germain is treasurer, and reservations may be made through any of the following committee, or by



Seen at the recent \$100-per-plate dinner in Boston for the benefit of the "Jimmy Fund" help for the Cancer Research Foundation were, left to right, Connie Mack, president, Philadelphia Athletics baseball club; Ann Robinson, star, Paramount's "The War Of The Worlds"; and Johnny Buckley, manager, Olympia, Chelsea, Mass.

contacting Germain: M. Saunders, Julia Smith, B. A. Simon, Lou Cohen, Barney Pitkin Peter Perakas, Sid Cooper, Max Hoffman, Jules Livingston, Mort Katz, Harry F. Shaw, Lou Brown, Harry Feinstein, Max Birnbaum, Carl Reardon, Phil Gravitz, Henry Germain, John Pavone, Ted Jacocks, Sam Rosen, Walter Silverman, Rudy Frank, Sam Wasserman, R. G. Elliano, A. Mattes, and George Weber.

Connecticut

Hartford

Milton LeRoy, Blue Hills Drive-In, Bloomfield, reports sound engineers are working on plans to enlarge the drive-in screen.

Latest phase in the situation concerning the proposed Quatrano Drive-In for Route 6, Watertown, was the enactment by the Watertown Planning Commission of an ordinance restricting business structures and advertising signs on the area north of Route 6. John V. Abbott, commission chairman, asked if the ordinance would prevent the erection of a drive-in, commented: "That's for the lawyers to decide." A State Police hearing on the Quatrano application is set for State Police headquarters, Hartford.

Numerous promotions have been announced by Harry Feinstein, Stanley Warner Circuit zone manager, since naming Jim McCarthy, Strand, as circuit Connecticut district manager. Jack A. Sanson, Manchester city manager, goes to the Strand, here, replacing McCarthy; Vic Morelli, Empress, Danbury, goes to Manchester, succeeding Sanson; Harold Nelson, assistant, Strand, here, goes to Danbury, replacing Morelli, and David Sherman, assistant, Capitol, Springfield, Mass., succeeds Nelson at the Strand. Feinstein hosted the metropolitan Hartford press and radio executives at a luncheon at the Bond Hotel to announce Sanson's appointment.

Meriden

For "Mister Scoutmaster," Nick Kounaris and Paul Tolis, Meriden, offered free admission to Boy Scouts in uniform.

Oakville

Morris Relyea, whose hobby is collecting movie equipment, sold the New Oak its equipment. When the equipment of the Community was sold at a bankruptcy sale to an export firm to be shipped out of the country, Relyea went to New York, and repurchased it from the firm, later selling it to Raymond Ellis, owner, New Oak, thus bringing it "back home" again. In silent film days, he operated the Star, Waterbury, and in Brewster, N. Y., he operated another theatre.

New Hampshire

Nashua

Paul Barker, manager, Regal, personally endorsed "Lili."

Newington

The Newington Drive-In treated youngsters from the Dover and Portsmouth Children's homes to popcorn and tonic.



NEWS OF THE

Territory

New York City
Crosstown

Installation of stereosound systems in 10 Loew theatres was completed under the supervision of C. S. Perkins, the Atlec Service Corporation northeastern division manager. The Loew houses are the Paradise, 175th Street, Victoria, 83rd Street, 72nd Street, Lexington, Valencia, Kings, Pitkin, and Gates. Informal instruction periods covering the stereosound systems were conducted by Altec technicians at the Paradise, Kings, and Pitkin. Because of the scope of the operation, Perkins enlisted the services of Fred Hall and R. W. Kautzky, Altec field representatives, and field engineers S. N. Trent, G. W. Evans, F. A. Brown, and R. Siegel, together with J. T. Eves and C. A. McCork, eastern division branch managers in Washington, D. C., and Philadelphia.

The Hispano was opened by William L. Taub, president-managing director, with first-run Spanish films. Starting on Sept. 11, Taub inaugurated the premiere of the Hispano with Latin American stage revues with a different revue opening each Friday, thereafter, together with a first-run Spanish language film. Taub also announced the appointment of Del Pozo as artistic director.

Charles Schlaifer, advertising agency head, returned after an extensive European trip, during which he held meetings with 20th-Fox representatives in London, Paris, and Rome in connection with "The Robe."

Plans were going forward for the Variety Club's annual golf tournament on Sept. 29 at the Westchester Country Club. The committee for the entertainment comprises: chairman Charles A. Alicoate, co-chairman and treasurer, S. Charles Einfeld, Sid H. Eiges, Edward L. Fabian, James M. Gaines, Leonard H. Goldenson, Dave J. Jacobson, Marvin Kirsch, Edward Lachman, Harold Rinzler, Spyros P. Skouras, Robert M. Weitman, Chris J. Witting, Max E. Youngstein, and Francis Zuzulo. There will be tennis as well as golf, and a banquet will wind up the day.

Jules J. Nayfack, vice-president and secretary, International Pictures, announced that "Because Of Eve" is the "property in perpetuity" of his company throughout the world in all versions.

The funeral of Otto Madsen, 66, RKO branch operations auditor and employe of the company for 40 years, took place from the Dalton Funeral Chapel, Floral Park. He was buried in Greenfield Cemetery, Hempstead. Madsen came to RKO through company mergers dating back to the old Mutual Film Company

days. He is survived by his widow, a son, and a daughter.

Edward Kestenbaum, RKO Service Corporation publicist, has been awarded a scholarship to New York University's Washington Square College of Arts and Science.

The Journal-American will publish a daily neighborhood theatre directory with special ad rates in a move designed to give the little exhibitor in the metropolitan area a break in advertising. Starting on Oct. 7, the guide will supplement the paper's regular display advertising. The ads will consist of two lines on two columns, and rates per theatre will be \$26.60 for seven consecutive days; \$23 for six times within a weekly period, and \$13.50 for three days within the week.

RAYBOND THEATRES — The new switchboard operator, Phyllis MacDonald, was formerly with Richie Productions. . . . Treasurer Emanuel Hertzog was enjoying a vacation.

Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, returned from a two-month business trip to Europe and South Africa.

More than six million New York City subway riders each day for the month of October will view card posters in every car of every train on all lines hailing the Arthur Davis presentation, "The Night Is My Kingdom," as the co-"Picture Of The Month" selection of Susan Lee, motion picture editor, the New York Subways Advertising Company. The poster is in the "Go See" series of voluntary promotions.

Morty Lightstone, Island Theatre Circuit, was vacationing. . . . Back from his Canadian tour was booker Lenny Lightstone, Island Circuit. . . . Carol Ehmer, receptionist, Rugoff and Becker, was vacationing in Connecticut with her fiance, Robert Dallas, and his family.

J. J. THEATRES — With a six-week leave of absence, secretary Estelle Lampel had everything set for her departure to visit with her parents in Paris. She is also planning a junket to Italy. . . . Buyer-booker Harold Klein was back from his vacation. . . . Former bookkeeper Sandra Weisbaum is expecting the stork. . . . Bernice Goldberg, bookkeeper, spent the holy days visiting with her sister at Pittsfield, Mass.

INTERBORO — Purchasing agent Mary Sears was vacationing. . . . Jack Gelber's new secretary, Ceil Rhyland, was formerly with Warners home office. . . . Office assistant Elliot Lang left to go to Amherst College. . . . Martha Liebold, office manager, Five Boro, was vacationing.

Exclusive is concentrating on "Way Of The Wild" and "Kamet Conquered."

The T and N Theatre Corporation is now operating the Palace, Bronx. . . .

The Bronx Kingsbridge is now having buying and booking done by Island Theatre Circuit.

Irene Kerman, daughter of Moe Kerman, president, Favorite, was given a "Sweet Sixteen" birthday party in the Lido, Long Beach.

ASSOCIATED PRUDENTIAL — Annabele Levinson, executive secretary to Morris Seider, spent the holidays with her family at Steubenville, O. . . . Sandra Bryson is the new switchboard operator.

SKOURAS THEATRES — Helen Hellen, head, accounts payable department, spent her two weeks in Arizona. . . . Secretary Pat Gerringer will be a mother soon.

INDEPENDENT THEATRES SERVICE — Booker Joe Orntein's son, Ricky, celebrated his third year. . . . The offices were being redecorated.

SHEA THEATRES — Theatres in Pittsburgh, Erie, Pa., Jamestown, N. Y., and Manchester, N. H., are now equipped with stereophonic sound. . . . By the end of September, 11 theatres will be equipped with the Miracle Mirror screens.

BRANDT THEATRES — The Bryant was taken over by Bingo Brandt.

Berk and Krungold, real estate brokers, announced the closing of a long-term lease for the 1800-seat Lane. The theatre was acquired by Harry Brandt, head, Brandt Theatres, from owner Morris Lane. The Brandt interests were represented by Adolph Kaufman, of Weisman, Celler, Allan, Spett, and Sheinberg, and Lane was represented by A. A. Lane.

Arthur Davis Releasing Organization has purchased the U. S. rights to 18 new French films.

New Jersey
Newark

Mrs. Ethel Oxley, Stanley Warner, celebrated her 60th birthday. She was the recipient of an orchid and gift from the executives, and a luncheon by co-workers. She was also given a beautiful leather purse. Those present were: Evelyn Reardon, Helen Mulligan, Ann Bianchi, Ann Jollett, Bernice McGurn, Eleanor Cole, Martha Schainman, H. Short, M. Horowitz, Fay Radler, Alice Backfish, Betty Anderson, Marge Kash, Ann Hamill, M. Bollenbacher, M. Cocchiarella, D. Callahan, E. Holland, R. Kitchener, Sue Cincotti, and Cele Breitner.

Mr. and Mrs. J. Springer, East Orange, N. J., became the proud parents of a baby boy, Boyd Jay. Springer is district manager for Essex County for the Stanley Warner New Jersey zone.

The Bayonne Opera House building, known in recent years as the Victory building, Bayonne, N. J., has been purchased by a New York bowling academy firm. The theatre offices on the second floor and a former widely used dance hall on the top floor are to be remodeled.

New York State Albany

The new television station's story pot boiled over as Hudson Valley Broadcasting Corporation (WROW) and Van Curler Broadcasting Company (Fabian Theatres and Troy Broadcasting Company, operator of WTRY) made important, almost simultaneous, announcements. Hudson Valley will start operating, as an American Broadcasting Company affiliate, on UHF Channel 41, in October. The company also staged a press party in Keeler's Restaurant. Van Curler, at a meeting in the local office of attorney Samuel E. Aronowitz, voted to approve the selection of Bald Mountain, two miles east of Troy, as the site for its transmitter, and to fix Jan. 1 next as the premiere date. Present at the confab were: S. H. Fabian, Samuel Rosen, Edward L. Fabian, Colonel Harry C. Wilder, Thomas W. Rourke, Paul Jacobson, Alfred Chismark, and Aronowitz, Fabian attorney. The Messrs. Fabian and Rosen are directors of Van Curler. Jacobson, married to Fabian's daughter, is now an Albany resident.

The Times - Union, adopting a suggestion made to its new publisher, Gene Robb, by Charles A. Smakwitz, Stanley Warner zone manager, added "Theatres" to its "Today's Index." The former listing was "Amusements." Smakwitz advanced the idea during a luncheon session with Robb, transferred here by the Hearst organization as successor to Fred I. Archibald.

Hellman's Paramount had a gala reopening, with free smokes to adults, free popcorn, ice cream and gum, two feature pictures, WABY's Bill Pope, and some of his "Teen-Age Gang," plus Albany's "Tulip Queen," Peggy Retter, on the stage.

The Carman Drive-In, Guilderland, played the good samaritan to Church of St. Madeleine Sophie via benefit performance tieup. John and Peter Marotta have made this an annual affair.

Buffalo

At Schine's Riverside, Hal King invited a Boy Scout troop to take up a collection for starving children of Korea. The scouts and their leader were enthusiastic, and King got a nice "good neighbor" letter from the scoutmaster.

Lou Levitch, Schine's Granada, tied up with two merchants to pay the cost of 2,000 programs per week for 12 weeks. He also rented the theatre to the Niagara Mohawk Company for Sept. 29, a demonstration of appliances at which time prizes will be given.

Ed Deberry, Paramount branch manager and captain for the eastern and southern divisions in the Adolph Zukor Golden Jubilee Salute, left to preside at the campaign meetings in Charlotte; Atlanta; Jacksonville; New Orleans; Albany; New Haven; Boston and New York.

The George Eastman House, Rochester, has acquired one of the most

EYEING THE

Exchanges

NEW YORK — The rolled up sleeves at Warners indicates the diligence with which the sales and booking staffs are pushing the "Ben Abner Drive," scheduled to run until December 30.

PARAMOUNT — Changes saw Nicholas Vacca, accounting department, moved to print booker, and George Casiano, accounting department, taking over as booker's assistant. . . . Ledger clerk Ed Mintz resigned. . . . Sanford Simon, initiate, accounting department, is also a part time student at CCNY, working toward a degree in business administration. . . . Vacation time was over for Max Schreiber, cashier; Carol Hoagland, secretary; Pearl Affissio, switchboard operator, and print booker Nick Vacca. . . . John Spatidol, accounting department, professionally known as Johnny Stevens, is looking for bookings as a singer. . . . Head shipper Al Kubart is building a swimming pool in his backyard. . . . Inspectress Irene Bretstein was at Cape Cod. . . . Birthday greetings went to head shipper Al Kubart.

MGM — Booker's assistant Dick Feinstein resigned to go to U-I as the new print booker. . . . Booker Willie Kiernan was vacationing. . . . Barbara Schwartz moved up to the booker's assistant position. . . . The new office assistant is Arnold Allis. . . . Head shipper Gerard Lee was on his respite.

REPUBLIC — New switchboard operator Irene Anastasiou spent a weekend in the Catskills. . . . Booker Ann Rosenbaum was back from vacation. . . . Mary Nichalaou, secretary to the branch head, spent a weekend at Long Beach.

ALLIED ARTISTS — Head booker Etta Segall got her weekend breezes from Lake Spofford. . . . Switchboard operator Terry Testa was talking of her vacation.

COLUMBIA — Booker Marty Perlberg was back from his vacation. . . . Stanley Birnbaum, print booker, was back from Butler, N. J. . . . Accounting clerk Norman Rubin and boxoffice clerk Howard Goldstein took their band for a one-night stand at Bethlehem, Pa. . . . Inspector, Irving Damrauer was saddened by the death of his brother.

important privately owned motion picture collections in the country. It is the collection of the late Theodore Huff given in his memory by his mother, Mrs. Marianne Huff.

The industry extends its deepest sympathy to Jack Mundstuk, branch manager, MGM, on the passing of his father.

E. K. O'Shea, Paramount vice-president, spent Labor Day weekend here at the home of his son, Ted O'Shea.

—NEDRA GRAY

. . . Head shipper Lou Morse was enjoying Florida.

RKO — Inspectress Nora Harkness was back from Florida. . . . On the sick list was Mary Lou Lussen, clerk. . . . Philis Friedman, contract department, was vacationing. . . . Also enjoying a rest were typist Ethel Curtis and shipper Cy Epstein. . . . Former employee Dolores Lee became the mother of a girl. . . . Lillian Pataky, former secretary to the branch manager, expects the stork in January.

WARNERS — Contract clerk Arlene Moffa resigned. . . . Upstate was vacationland for sales supervisor Gus Solomon. . . . Tony De Maio, print booker, vacationed.

20TH-FOX — Birthday candles burned for head booker's assistant Ann Buchdahl. . . . Mercedes Pechaza, newcomer in the contract department, hails from Columbia, South America. . . . Harriet Dublin's husband, Arthur, was promoted to corporal in Korea. . . . Branch manager Abe Dickstein welcomed his two children from summer camp, and division manager Martin Moscowitz also had his son back after a summer of play. . . . Inspectress Rose Holland was back from Atlantic City.

UNITED ARTISTS — Booker's assistant Dina Agoos resigned. . . . Vacationing was switchboard girl Myrle McKenna. . . . Frances Varola, bookkeeping machine operator, will spend it in Baltimore, Md. . . . Sophie Bochilo, box-office department, spent a weekend at Wilkes Barre, Pa., to see her grand nephew confirmed.

BONDED — Shipper Romeo Zaccone has a new car.

RAMRLIN' 'ROUND — Hy Gardner, salesman for Al O. Bondy, was enjoying a vacation. . . . Ceil Bernert, Screen-craft, weekendend at Atlantic City. . . . George Hensler, frieght elevator operator, Film Center building, died suddenly. . . . Head booker-buyer for Interboro, Jack Gelber, was grieved by the death of his father. . . . Ellenville is the vacation ground for Realart booker Ben Levine. . . . Laurie Fischer, in charge of the Realart print department, was vacationing in the Poconos. . . . Book-keeper at Jack Broder Productions, Frances Kingsley, was in Washington.

—J. A. D.

Binghamton

Thomas Hanifin, who started as a trumpet player in an orchestra accompanying silent films, succeeded John P. O'Leary as Comerford district manager in seven southern tier and northern Pennsylvania communities. Fred DeRado, former manager, Strand, replaced Hanifin as manager, Riviera. Robert Richards moved from the Capitol to the Strand; Frank Jones from the Strand, Endicott, to the Capitol; Kenneth Robinson from the Cameo to the Strand, Endicott, and William Senigla from the Riviera to the Cameo.

NEWS OF THE

Territory

Philadelphia
Crosstown

The annual meeting of the Stanley Warner zone will take place on Oct. 1 at the Barclay Hotel.

Mr. and Mrs. Allen Benn were happy to announce the marriage of their daughter, Patricia, to Samuel E. Dennis on Sept. 3. The bride's father was an exhibitor for many years until he retired because of his health. However, he keeps in touch with what is going on in the industry.

The Carman effected a settlement with the musicians' union and is continuing with its burlesque-film policy. . . . The Fox held a preview of 20th-Fox's "Sailor Of The King."

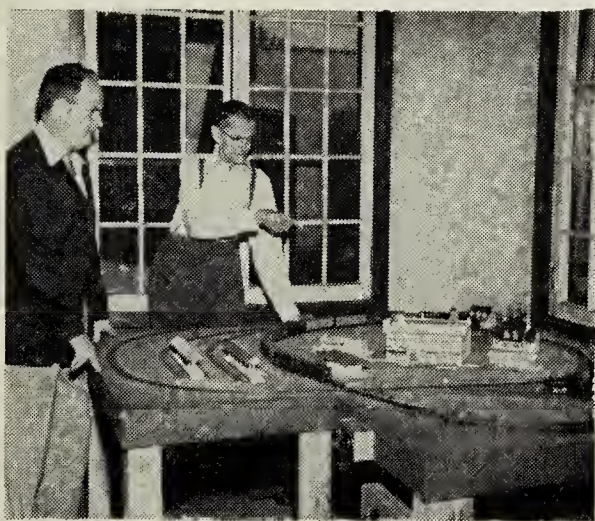
An estimated 1,000 ministers of all Protestant faiths attended a preview of "Martin Luther" at the SW Aldine. The film opens at the SW Stanton on Sept. 25. The preview was an invitational affair. . . . The Venice has closed.

The Motion Picture Associates will sponsor a testimonial dinner to WB's William G. Mansell and Charles M. Beilan on Sept. 28 at the Warwick Hotel in honor of their recent promotions. Subscriptions are \$12.50 each.

Vine Street

Al Davis, Fried Circuit executive, was in Graduate Hospital with a kidney ailment. His many friends hope for a speedy recovery.

At Warners, there is considerable enthusiasm these days because of the manner in which exhibitors are backing the "Charles Beilan Drive," which closes on Dec. 26. The big push, for dates, will land the local contingent in the money if they come through as expected, and it is certain that because of branch manager Beilan's many years of fair



John Streeper, one of the entertainment-industry craftsmen being treated at the Will Rogers Memorial Hospital, Saranac Lake, N. Y., demonstrated his hobby to Vincent Sheeran, who recently visited the hospital along with 149 other members of the IATSE. Streeper and Sheeran worked together for years in the projection booth of the Shore, Atlantic City, N. J., and the model railroad was a gift of Local 310.



Thomas Hanifin, Binghamton, N. Y., succeeded John P. O'Leary as district manager for Comerford Theatres, Scranton, Pa., in seven southern tier and northern Pennsylvania communities.

play in the territory the localites will register strongly.

Herman Margles, local manager, reached Reno. . . . Lou Formato, branch manager, MGM, wrote enthusiastically from Culver City, Cal., that "the company has the greatest group of consecutive releases any company ever had."

Blumberg Brothers is now handling the original Polaroid 3-D glasses. . . . Rose Kaplan, Screen Guild booker, was on vacation. . . . Jack Engel, Joe Engel, and Harry Brillman, Screen Guild, attended the New York City convention of Lippert.

The M and L Projection Service announces that it now has p.a. systems for every type of job, and that it will be pleased to handle such assignments.

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Circuits
Stanley-Warner

In the hayfever department are Ronnie Gillam and Hortense Shalita, publicity department, and John Uhl, contact department. Incidentally, Uhl, who was on vacation, remembered the people in his department with a box of candy.

Everyone is mighty happy to hear what wonderful progress Carmel Flynn, district manager Jack Flynn's wife, is making after her illness. She is home from the hospital and doing fine.

District of Columbia
Washington

Joseph A. Walsh, Paramount branch operations manager, was in.

Sidney Kramer, short subjects sales manager, RKO, arrived for a visit.

Don Lautman, son of Al Sherman, Georgetown, D. C., was married to Miss Joanne Harris in the chambers of Judge Milton Kronheim, Jr., and a reception was held at the home of the groom's parents.

Tommy Dunn, booker, Potomac Naval Command, resigned, replaced by Lloyd Phillips. . . . Bill Brizendine, Schwaber Circuit, Baltimore, Md., returned from Florida. . . . Dave Kamsky, Neighborhood Theatres, Inc., Richmond, Va.,

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visited with Wade Pearson, NT Arlington zone manager.

Cinerama will make its bow around Nov. 1 at the Warner. This means that the Metropolitan will be playing the better first-runs formerly shown at the Warner, and these will be shown, as previously, day-and-date with the Ambassador. . . . Loew's Capitol will also

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enter the long run field when it opens with the "The Robe."

Jerry Sandy, Sandy-Lippert, announced his engagement to Miss Sydell Sender, New York City. The wedding is to be held on Nov. 8.

C. B. Newbery, Republic general sales manager, visited, and then made a trip to Baltimore, Md., with branch manager Jake Flax and salesman Sam Tabor to the Mayfair.

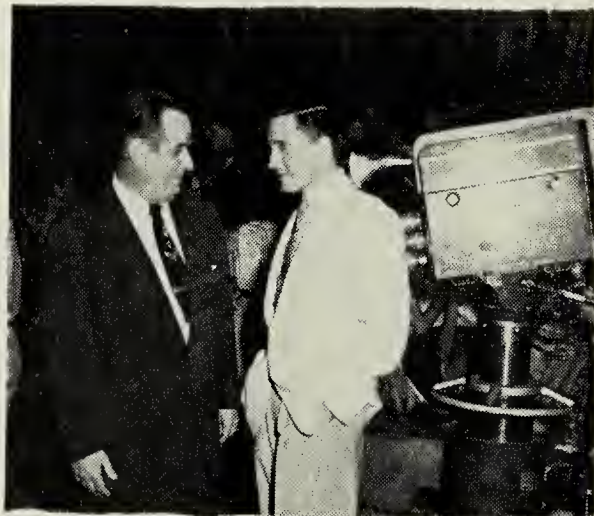
WARNERS — Ben Bache, sales manager, moved his family down from Philadelphia. . . . Marcie Rinus, percentage clerk, went to New York for a visit. . . . Rebecca Dillon, biller, returned from a vacation. . . . Charlie Greff, cashier, was on vacation. . . . Marjorie Olson returned from her honeymoon.

Patricia Nagle is the new concession girl at the Glymont, Indianhead, Md. . . . Pat Kelly, Glymont, returned from a trip. . . . Kirby McCullum, Glymont projectionist, added water skis to his motorboat. . . . Bill Friedman made a very successful tieup with Indianhead's VFW on "Stalag 17."

PARAMOUNT — Bob Cunningham, booker, returned from a vacation. . . . Rhoda Rosen, booker's clerk, resigned, replaced by Rita Leonard. . . . Mollie Maniere went to Florida on her vacation. After arriving there she found that she didn't like it, so she went to Wildwood, N. J. . . . Audrey Hepburn, star of "Roman Holiday," visited the office prior to a press luncheon.

Mr. and Mrs. Frank Walsh, J. B. Walsh Exhibitor Service, were in Forest Hills, N. Y., attending the tennis matches. He was quite a tennis player in his own right.

COLUMBIA — Exploiteer Sid Zins was in Baltimore, Md., setting up campaigns on "From Here To Eternity." . . . Mr. and Mrs. Walter Donahue visited in Philadelphia. . . . Marlene Billington is the new biller. . . . Cora Broaduss, boxoffice statement clerk, resigned, replaced by Ruth Wehrman. . . . Sue Moriau, PBX operator, is sporting an engagement ring.



Merv Griffin, right, recently appeared with Bob Horn on the latter's "Band Stand" program over WFIL-TV, Philadelphia, during an appearance in connection with Warners' "So This Is Love," SW Mastbaum.



Governor John S. Fine, Pennsylvania, left, during a recent visit to the Paramount studio in Hollywood, put himself on record in favor of repeal of the motion picture ticket tax in the next session of Congress. Seen with the governor at the Paramount commissary are Cecil B. DeMille and Don Hartman, head of production at the studio.

20TH-FOX — Sarah Young, booker, was vacationing. . . . Leona Weedon, booker's clerk, was spending her vacation at home. . . . Jack Kohler, booker, returned from New Jersey. . . . Jack Keegan, booker, was conferring with his draft board. . . . Hyman Katznell, night shipper, was on his vacation.

Joan Leslie, star of Republic's "Flight Nurse," joined a group of returning ill and wounded servicemen, including POW's from Korea, on an air evacuation flight from Travis Air Force Base, Fairfield, Cal., to Andrews Field, here, together with flight nurse Captain Lillian M. Kinkela, now chief nurse, 4th Air Force Headquarters, technical advisor on the picture. They were greeted by representatives of the air force and by branch manager Jake Flax.

Seen Booking were: Alex Ravdin and Ivan Rosenbaum, Neighborhood Theatre, Inc., Richmond, Va.; Lee McCreavy, Rome Circuit, Baltimore, Md.; Sam Mellits, Dentonia, Denton, Md.; George Walker, Garman Circuit, Baltimore, and Dan Sattler, Hiway, Essex, Md.

—FREDDIE S.

Delaware Wilmington

It's a girl for Mrs. Ernest A. Rash, secretary to A. J. Belair, president, Rialto Theatre Company, born at the Wilmington General Hospital, and it's a girl, too, for Jim Adshead, program director, WDEL-TV, born at St. Francis Hospital.

City police reported that 22-year-old William H. McAllister, Arcadia, was badly beaten about the face and body by a 22-year-old patron who became enraged when requested to leave the theatre because of indecent remarks a 15-year-old girl said he made. McAllister was taken to the Delaware Hospital in the New Castle County ambulance, and treated for a chest injury, sprained left wrist, and multiple contusions of the face and bruises of the body. Police said the patron gave his name as Claude W. Drewer, Jr., Salisbury, Md. In Municipal Court, Drewer pleaded guilty to the charge of

TRADE SCREENINGS

PHILADELPHIA

WARNERS — (230 North 13th) Sept. 21, 2, "Blowing Wild" (Gary Cooper, Barbara Stanwyck, Ruth Roman) (Made in Mexico).

signatory parties, there would be no necessity for censorship insofar as the legitimate industry is concerned. "But," he added, "the Production Code Administration controls only one-half or less of pictures produced in the world today."

Ted Routson, Playhouse manager, returned to Sinai Hospital as a patient for possible surgery. . . . The Allied Motion Picture Theatre Owners of Maryland resumed monthly meetings after a summer recess. Mrs. Helen Diering, the group's secretary, returned from a vacation.

Lighthouse Enterprises, Inc., distributor of "Bob and Sally," filed an appeal in City Court stating that Maryland's laws authorizing censoring of motion pictures are unconstitutional, null, and void after a ruling by the Maryland State Board of Censors. The distributor appealed from the board's refusal to approve certain medical reels connected with the film. The board ruled that the reels were "indecent."

Leon Back, Meyer Leventhal, Jack Whittle, Jack Levin, Lauritz Garman, and C. Elmer Nolte, Jr., are planning to attend the Allied convention in Boston. . . . William Brizidine, general manager, Schwaber Circuit, returned from a vacation. . . . Milton Schwaber spent a holiday in Atlantic City.

Eddie Wyatt, Capitol manager, returned from vacation. . . . Sid Zins, Columbia, was in working with the Mayfair publicist in advance for "The Stranger Wore A Gun." . . . John O'Leary, 20th-Fox, was in. . . . Joe Morrison, Loew's Century, was in New York.

—G. B.

Easton

Ray LaBounty, Schine's Avalon, set a benefit with the Talbot County Junior Baseball League. Practically every store in town is owned by a member of one of the sponsoring organizations, and tickets were sold in their stores as well as through other members.

Leonardtwn

The New has been refurbished. . . . The 235 Drive-In expects to close about Oct. 1.

Pennsylvania Hallstead

The Capitol, which has been taken over by John Ivanitch, who also operates the Penn, Reading, Pa., has had complete equipment, including 3-D, installed by Vincent M. Tate Theatre Equipment, Forty Fort, Wilkes-Barre, Pa.

Harrisburg

Timothy B. Heckard, 70, former owner, Rialto and Broad, died. He had been retired since 1946.



This attractive lobby display was set up recently by publicist John G. Volz, Northwood, Baltimore, Md., for UA's "Moulin Rouge," and cooperating were three merchants in the Northwood Shopping Center and the Stafford Hotel, Baltimore.

assault and battery on McAllister, and was fined \$50 and costs by Associate Judge Edmund S. Hellings. G. Earl Smith, manager, Arcadia and Queen, was on vacation at the time.

The trade mourned the death of Albert Hughes, projectionist, SW Towne, at the age of 63. He died suddenly at his home about four hours after he was stricken at a restaurant, and was taken to his home by a daughter, Mrs. Bertha Hicken. Death was attributed to a heart attack. Hughes was the third Towne employee to die this year. Born in Wilmington, Hughes worked at the Arcadia for about 30 years, and went to the Towne about two years ago when the Arcadia was taken over from Warners by Harold S. Eskin's Avon Motion Picture Corporation. Hughes was a member of Local 473 and the Fraternal Order of Eagles.

—H. L. S.

Maryland Baltimore

The U. S. Supreme Court set Oct. 16 as the tentative date for argument in the case of the Crest, involving the right of distributors to refuse first-runs to neighborhood theatres. The date may be postponed if both parties want to print some additional testimony to submit.

A mass meeting is planned for Oct. 1 by representatives of 29 Catholic lay organizations in a fight against any possible moves to abolish censorship in the state. The group is mobilizing all interested citizens, and proposes full-page newspaper advertisements be placed locally to "set forth how we stand on the censorship question." Sidney R. Traub, chairman, Maryland State Board Motion Picture Censors declared, during the meeting on the plan that well-organized opposition to censorship was coming from Hollywood producers, the "avowed" foes of censorship. Traub criticized certain signatories of the Hollywood production code for not adhering to its tenets. Moreover, he said, the code is being played up by the Johnson office for the purpose of convincing the U. S. Supreme Court that the industry does its own censorship. "If the code were adhered to," added chairman Traub, "by its

Carlisle, New Cumberland, and Williams Township in Dauphin County will be among the state communities voting on the Sunday film issue in the November general elections. Carlisle voters defeated the measure to permit Sunday showings four years ago by less than 300 votes, but a new petition has been presented. Petitions were also submitted in the other two communities asking that the question be put on the ballot.

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Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Lists various film titles like Highland Sports, The Speed Queen, and others.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Lists titles such as Let's Go Stepping, It Shouldn't Happen To A Dog, and features like RAY WHITLEY (2) and SPECIALS (8).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Lists titles like Heckle And Jeckle In Hair Cut-Ups, Dinky In Wise Quacks, and others.

United Artists

- Two Reel MEDAL OF HONOR (4)
Richard P. Hobson G 26 1/2m. 3410
Dr. Mary Walker G 26m. 3410
Julius Langbein G 26 1/2m. 3410
Joseph C. Rodriguez G 27 1/2m. 3410
SPECIAL (3-D and 2-D)
Marciano-Walcott Fight G 17 1/2m. 3534

Universal-International

- Two Reel MUSICAL FEATURETTES (13)
Xavier Cugat and his Orchestra G 15m. 3418
Don Cornell Sings G 15m. 3418
The Modernaires with Lawrence Welk's Orchestra F 15m. 3418
Andy Russell And Della In House Party G 20m. 3472
Les Brown And Orch. In Crazy Frolic F 19m. 3499
Harry James And His Music Makers G 14m. 3519
Ralph Flanagan And Orch. In Music On The Double G 18m. 3525
Surprising Suzie G 15m. 3584
(3-D) MUSICAL FEATURETTES
Nat "King" Cole and Russ Morgan and Orch. G 18m. 3542
SPECIALS (2)
Out Of The Earth G 18m. 3458
The World's Most Beautiful Girls (Tech.) E 18m. 3448
THE EARTH AND ITS PEOPLE (13)
Horsemen Of The Pampa G 21m. 3417
Farms And Towns In Slovakia G 20m. 3458
An Industrial Lake Port G 20m. 3458
Ports Of Industrial Scandinavia G 20m. 3472
The Po River Valley G 20m. 3483
Sheep Ranch Country G 20m. 3499
Cross Sections Of Central America G 21m. 3508
Factories, Mines And Waterways G 21m. 3519
British Trade And Industry G 21m. 3562
Farmer-Fisherman G 21m. 3562
The Lumber States G 21m. 3602
Mountain Farmers G 21m. 3602
Adobe Village G 21m. 3602
One Reel COLOR PARADES (8)
Fiesta Frolics G 9m. 3562
King Of The Sky F 10m. 3562
Colypso Carnival F 9 1/2m.

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
VARIETY VIEWS (8) 8341 (Dec. 22) King WinterG 9m. 3459 8342 (Feb. 9) Get A Harse.....G 9m. 3459 8343 (Mar. 9) Sky PoliceG 9m. 3483 8344 (May 4) Deadly DrumsF 10m. 3527 8345 (Sept. 7) Balivar BananzaG 9m. 3603 8346 (Sept. 24) Behind The WallG 10m. 3603						Warners THREE REEL SPECIAL (Oct.) Black Fury (WarnerColor) Two Reel SPECIALS (8) (Technicolor) 1001 (Sept. 12) Gane Fishin' F 17m. 3603 1002 (Oct. 10) Ramance Of Louisiana..... CLASSICS OF THE SCREEN (6) 1101 (Sept. 26) Mnstrel DaysG 20m. 3602 One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor) 1301 (Sept. 12) Old GloryG 7m. 3603 1302 (Oct. 17) Walky, Talky Hawky.....G 7m. 3603 BUGS BUNNY SPECIALS (8) (Technicolor) 1723 (Oct. 3) Duck, Rabbit, Duck.....F 7m. JOE McDOAKES COMEDIES (6) 1401 (Oct. 31) Sa Yau Think You Can't Sleep						MELODY MASTER BANDS (6) 1801 (Oct. 3) Desi Arnaz and Band.....F 10m. 3603 MERRIE MELODIES (22) (Technicolor) 1701 (Sept. 5) A Street Cat Named Sylvester E 6 1/2m. 3603 1702 (Sept. 19) Zipping Along 1703 (Oct. 17) Easy Peckin's 1704 (Oct. 31) Catty Carnered THE SPORTS PARADE (10) (Technical) 1501 (Sept. 19) Royal Maunties 1502 (Oct. 24) Sea Sports Of Tahiti..... VITAPHONE VARIETIES (7) 1601 (Sept. 5) Hit 'Im Again 1602 (Oct. 24) Say It With Smiles..... Miscellaneous Maid In The Hay (Union)F 19m. 3602					
WALTER LANTZ CARTUNES (13) (Technicolor) 8321 (Dec. 8) Termite From Mars.....G 6m. 3459 8322 (Jan. 19) What's Sweepin'F 6m. 3459 8323 (Mar. 23) The Dog That Cried Wolf F 6m. 3483 8324 (Apr. 20) Buccaneer WoodpeckerF 6m. 3499 8325 (May 11) The Mouse And The Lion...F 6m. 3519 8326 (June 15) Operatian SawdustF 6m. 3562 8327 (June 29) The Flying TurtleG 6m. 3562 8328 (July 20) Wrestling WrecksF 6m. 3562 8329 (Aug. 10) Maw And PawF 6m. 3603 8330 (Sept. 14) Belle BoysF 6m. 3603 WOODY WOODPECKER (3-D) (Technical) 8331 (Aug. 26) The Hypnatic HickG 6m. 3603																	

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5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,— for it will be up-to-date the next time issued.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	AKO	REPUBLIC	20th-FOX	UNITED ARTISTS	J.-M.I.	WARNERS
AUGUST Topeka B. Elliott, P. Coates Clipped Wings Bowery Boys Affair In Monte Carlo R. Todd, M. Oberon, L. Genn (Technical) (English-made)	AUGUST The Stranger Wore A Gun R. Scott, C. Trevor (Technical) (3-D) Mission Over Korea J. Hodiak, J. Derek Valley Of The Headhunters J. Weissmuller, C. Larson The 5,000 Fingers Of Dr. T. P. L. Hayes, M. Healy (Technical) Cruisin' Down The River D. Haymes, C. Russell (Technical)	AUGUST (1953-54) Spaceways H. Duff, E. Bartok	AUGUST The Band Wagon F. Astaire, C. Charisse, N. Fabray J. Buchanan (Technical) The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick Big Leaguer E. G. Robinson, V. Ellen, J. Richards Latin Lovers L. Turner, R. Montalban, J. Lund (Technical) (End 1952-53)	AUGUST Shane A. Ladd, J. Arthur, V. Heflin (Technical) Arrowhead C. Heston, M. Sinclair, J. Palance (Technical) (End 1952-53)	AUGUST The Sword And The Rose R. Todd, G. Johns, M. Gough (Technical) (Made in England) (Disney) Devil's Canyon D. Robertson, V. Mayo, A. Hunnicutt (Technical) (3-D) Without Reservations C. Colbert, J. Wayne (Reissue) Stage Door K. Hepburn (Reissue)	AUGUST Champ For A Day A. Nicol, C. Winninger, A. Totter Bandits Of The West, W. A. Lane, E. Waller, C. Downs Down Laredo Way, W. R. Allen, S. Pickens, D. Drake	AUGUST Inferno R. Ryan, W. Lundigan, R. Fleming (Technical) (3-D) Gentlemen Prefer Blondes M. Monroe, B. Russell, C. Coburn (Technical) Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England)	AUGUST Melba P. Munsel, R. Morley (Technical) (Made in Europe) (Eagle) I, The Jury B. Elliott (3-D) (Saville) The Gay Adventure B. Meredith (Made in Europe) (Renown) Captain Scarlett R. Greene, L. Amar (Technical) (Craftsman) War Paint R. Stack (Pathe Color) (K-B)	AUGUST Thunder Bay J. Stewart, J. Dru, G. Roland (Technical) Abbott and Costello Meet Dr. Jekyll and Mr. Hyde B. Abbott, L. Costello, B. Karloff, H. Westcott The Man From The Alamo G. Ford, J. Adams C. Wills (Technical) The Cruel Sea J. Hawkins, D. Sinden, V. McKenna (English-made) (Rank)	AUGUST The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technical) (Made in England) Plunder Of The Sun G. Ford, D. Lynn, P. Medina So This Is Love K. Grayson, W. Abel, M. Griffin (Technical) (End 1952-1953)
SEPT. Mexican Manhunt G. Brent, K. Sharpe The Fighting Lawman W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, V. Miles (Color) (Reissue)	SEPT. From Here To Eternity M. Clift, B. Lancaster, D. Kerr Sky Commando D. Duryea Saginaw Trail, W G. Aubry The Untamed Breed S. Tufts (Reissue) China Venture E. O'Brien, J. Brando Conquest Of Cochise J. Hodiak, J. Page (Technical)	SEPT. Sins Of Jezebel P. Goddard, G. Nader (AnascoColor) Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Base D. Martell, R. Ford, H. Rorke Shadow Man C. Romero	SEPT. (1953-54) Half A Hero R. Skelton, J. Hagen, P. Bergen Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright	SEPT. (1953-54) Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed	SEPT. Top Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue) Marry Me Again M. Wilson, R. Cummings, R. Walker	SEPT. El Paso Stampede, W A. Lane, E. Waller, P. Coates Trent's Lase Case M. Wilding, M. Lockwood, O. Welles (English-made)	SEPT. City Of Bad Men J. Crain, D. Robertson (Technical) Mister Scoutmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Cotten, J. Peters Broken Arrow J. Stewart (Technical) (Reissue) I Was A Male War Bride C. Grant (Reissue)	SEPT. Sabre Jet R. Stack, C. Gray (Cinecolor) (Krueger) 99 River Street J. Payne, E. Keyes (Small) The Joe Louis Story P. Stewart (Silliphant) The Fake D. O'Keefe, C. Gray (Pallos) Donovan's Brain L. Ayres, N. Davis (Dawling) No Escape L. Ayres, S. Tufts (Matthugh)	SEPT. The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical) Wings Of The Hawk V. Heflin, J. Adams (Technical) (3-D) The Golden Blade R. Hudson, P. Laurie (Technical)	SEPT. (1953-54) Island In The Sky J. Wayne, L. Nolan, A. Devine The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technical) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D)
OCT. Hot News S. Clements, G. Henry Vigilante Terror B. Elliott, M. E. Kay Jennifer I. Lupino, H. Duff	OCT. The Big Heat G. Ford, G. Grahame Gun Fury R. Hudson, D. Reed (Technical) (3-D) Slaves of Babylon R. Conte, L. Christian (Technical) Combat Squad J. Ireland, L. McCallister	OCT. Undercover Agent D. Walsh, H. Court (English-made) The Man From Cairo G. Raff, G. M. Canale (Made in Europe) The Fighting Men Special cast	OCT. Mogambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) (Technical) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnascoColor) Torch Song J. Crawford, M. Wilding (Technical)	OCT. The War Of The Worlds G. Barry, A. Robinson (Technical) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Made in France) Those Redheads From Seattle J. Payne, R. Fleming, G. Mitchell (Technical) (3-D)	OCT. Appointment In Honduras G. Ford, A. Sheridan, Z. Scott (Color) Decameron Nights J. Fontaine, L. Jourdan (Technical) Follow The Fleet F. Astaire, G. Rogers, R. Scott (Reissue) Out Of The Past R. Mitchum, J. Greer, K. Douglas (Reissue)	OCT. Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W R. Allen, S. Pickens, J. Cooper	OCT. Thy Neighbor's Wife H. Haas, C. Moore Vicki J. Crain, J. Peters, C. Adams	OCT. The All-American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technical)	OCT. A Lion Is In The Streets J. Cagney, B. Hale, A. Francis (Technical) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) The Eddie Cantor Story K. Brasselle, M. Erskine (Technical)	

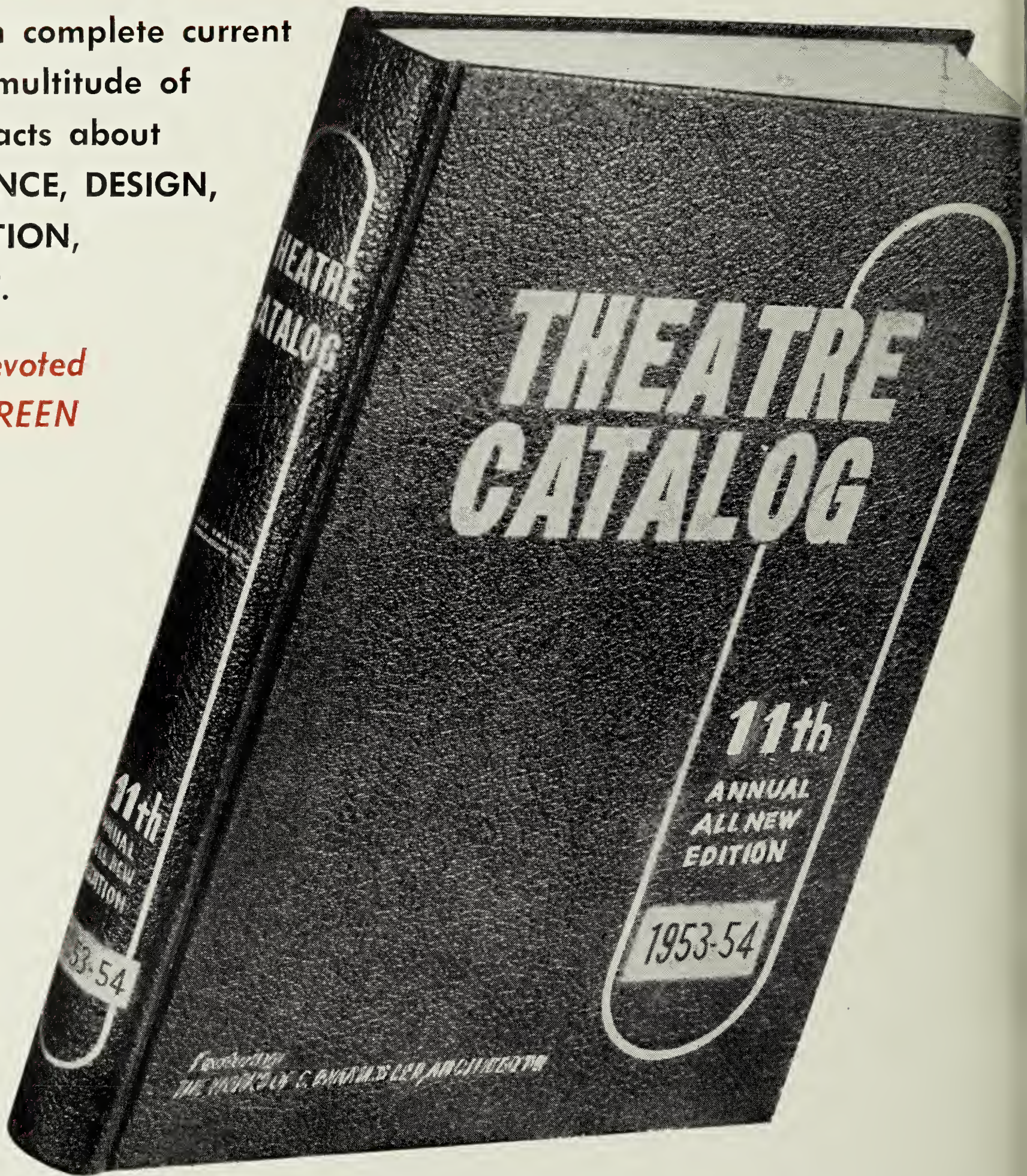
OBSERVANCES
Sept. 19—Yam Kippur
Oct. 12—Columbus Day
Oct. 31—Hallowe'en

REALART
Sept.—Strange Conquest—J. Wyatt, L. Gilmore (Reissue)
Tiger Island—C. Bickford, E. Young (Reissue)

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EXHIBITOR

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ON

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AND
CLEAN UP!

It's more sensational than
"Pickup ON SOUTH STREET"!



THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

Page 50 Number 21 SEPTEMBER 23, 1953
Sections: Section One

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

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TECHNICOLOR

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GABLE**

**AVA
GARDNER**

With

GRACE KELLY

Screen Play by **JOHN LEE MAHIN**

Based Upon a Play by Wilson Callison

Directed by **JOHN FORD**

Produced by **SAM ZIMBALIST**

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AUDREY HEPBURN

in William Wyler's

PRODUCTION OF

ROMAN HOLIDAY

with

EDDIE ALBERT

Produced and Directed by WILLIAM WYLER

Screenplay by IAN McLELLAN HUNTER and JOHN DIGHTON

Story by Ian McLellan Hunter • A PARAMOUNT PICTURE

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WITH . . . LINES ON THE SIDEWALKS—In more than 100 engagements from Radio City Music Hall in New York across the country to San Francisco, it's a record-smasher with tremendous openings and fabulous holdover strength.

EXCITEMENT IN THE AIR—Cover-story in Time, cover This Week, big breaks in Life, Look, Holiday, Newsweek, McCall's, American Magazine, Women's Home Companion, Cosmopolitan, Seventeen and Parents' Magazine are just a few fuses sparking the word-of-mouth that it's an all-time great romantic comedy.



MAXIMUM STAR PULL—Gregory Peck's first lighthearted love role is opposite actress-of-the-year Audrey Hepburn whom everybody wants to see because Time compares her to Garbo and Dorothy Kilgallen calls her a "born star"—while Boxoffice rates her for exhibitors as "sensational!"

RAVES IN THE PRESS from London to New York and from New York to California! Every reviewer in every magazine and newspaper hails Audrey Hepburn and calls the picture one of year's best! And to all this acclaim, boxoffice-wise Variety adds: "Paramount has a winner!"



COMPLETE PENETRATION SELLING—as Paramount lets out all the stops to capitalize the Audrey Hepburn headlines and backs up every engagement with the ticket-selling assistance that no other company can match.



THE FIRST MOTION PICTURE IN
CINEMASCOPE

You See It Without Glasses!

20th Century-Fox's

The Robe
TECHNICOLOR

IS LAUNCHING THE
GREATEST ERA OF BOXOFFICE
PROSPERITY THE INDUSTRY
HAS EVER KNOWN!

**NOW...Roxy, NEW YORK; NEXT WEEK...Chinese, LOS ANGELES;
State Lake, CHICAGO; Fox, PHILADELPHIA— AND SOON...
THROUGHOUT THE NATION AND THE WORLD!**





WHEN projectionists picketed a mideastern theatre, the obliging owner provided rocking chairs, magazines, and reading lamps for their use, and also piped march music through an amplifier. It started when the owner, who held a projectionist's license even though not a union member, manned the booth when his man went on vacation. The incident ended when the vacationist returned.



THIS WEEK'S contribution to 3-D humor goes this way. A bespectacled customer rushed out of a theatre and asked for his money back. "Your advertising said 'No glasses needed', but when I took off my spectacles, I couldn't see a thing."



THE CARRYING COALS to Newcastle routine got another workout in the west where a troupe on location had some plastic boulders flown in for use in a western. The spot where the shooting was taking place is known as a geologists' paradise.



THE MOST OPTIMISTIC note of the week comes from a midwestern town where citizens are selling stock to finance the construction of a theatre.



THE RISK of being a theatre employee was intensified in a foreign house where an infuriated patron took out his false teeth and threw them at an aide. This also eliminated the moviegoer as a popcorn prospect.

—H. M. M.

I N D E X

VOLUME 50, NUMBER 21 SEPTEMBER 23, 1953

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THE COVER PHOTO

New York City, used to gala film openings, gets one of its biggest when 20th-Fox's "The Robe," in CinemaScope, receives its bow at the Roxy.

EXHIBITOR

VOLUME 50, NUMBER 21



SEPTEMBER 23, 1953

A Promise Is Fulfilled

A PROMISE was fulfilled by 20th Century-Fox and Spyros P. Skouras on the evening of Sept. 16 at the Roxy, New York City.

FOR "THE ROBE" is a fine picture, and CinemaScope opens new avenues and vistas in production and exhibition.

A CRITICAL ANALYSIS of the picturization of the Lloyd C. Douglas film will be found elsewhere in this issue, as will other stories devoted to the opening and other angles of the world premiere of something new, different, and vital to the industry.

MONTHS AGO, when President Skouras and his production chief, Darryl F. Zanuck, threw away the old mold and decided to go all-out for CinemaScope, there was skepticism in many quarters. It is certain now that skeptics will become believers, for CinemaScope unquestionably marks the beginning of a new era.

CERTAINLY, "The Robe" as presented would be a success in any dimension, but it was a fortunate choice as the first CinemaScope picture, as it gives to the onlooker the best ideas as to the full possibilities of the anamorphic process. As the initial film, it must be looked on as a pioneer, but once Hollywood studies it, it is certain that even greater use will be made of what the process has to offer.

SOME STUDIOS have indicated CinemaScope production, but there should now be many more switching to it, for "The Robe" is a milestone.

TRUE, THIS does not mean the end of features as we know them. There will always be plenty of stories which do not need the new medium, but those which will use CinemaScope will offer a new thrill in movie-going to the patron.

MARK SEPT. 16, 1953, well on the industry calendar. It was a history-making day.

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AS "THE ROBE," IN CINEMASCOPE, OPENS IN NEW YORK CITY'S ROXY, CROWDS LINE THE SIDEWALKS WATCHING THE GALA PREMIERE FESTIVITIES

The "Robe" And CinemaScope Usher In A New Era

20th-Fox's Production, Marking A Milestone In Industry History, Makes Its Bow In New York City



Among the 6000 who were present at the bow of the 20th Century-Fox production are Mrs. Barney Balaban, Mrs. Spyros Skouras, Syros Skouras, president 20th Century-Fox, and Barney Balaban, president, Paramount Pictures.

BLASE New York City, no stranger to gala film openings, saw a new high in such doings on Sept. 16 when 20th Century-Fox presented its first CinemaScope production, "The Robe", in Technicolor, at the Roxy.

Preceded by a long-range buildup, the greatest engineered by vice-president Charles Einfeld and his lads in the advertising, publicity, and exploitation departments, the bow made history in more than one way.

It was in the nature of a civic event, and, in addition, was eyed with more than considerable interest by the industry in this country and abroad.

Every facet of ballyhoo was used in the pre-selling, culminating in a capacity audience of 6000 assembling from every part of the globe for the occasion.

The guest list was long and impressive.

Also on hand were tradesters from this city and every part of the country, de-

termined to see for themselves what "The Robe" was and just what CinemaScope would mean.

Coverage was on a world-wide scale by TV, radio, newsreels, and the press. Cameras photographed the highlights.

Commentators were on hand from several programs, and the entire front of the theatre was bathed in light.

President Spyros P. Skouras headed 20th-Fox's official delegation, and Professor Henri Chretien, whose anamorphic lens forms the basis of CinemaScope, was present from France.

It was truly an epoch-making night.

The answer as to public acceptance of "The Robe" and CinemaScope came early, with the theatre headed for an all-time trade high following a record-breaking first day when it was forced to open at 8.20 a. m. to accommodate the crowds.

(For other coverage of the premiere look elsewhere in this issue.—Editor.)

LEADING TRADESTERS ARE AMONG THE 6000 ATTENDING THE WORLD PREMIERE OF "THE ROBE"



Mrs. Albert Warner, Mrs. Harry Kalmine, Major Albert Warner, WB executive, and Harry Kalmine, Stanley Warner Theatres president.



Moe Silver, Stanley Warner Pittsburgh zone chief; Mrs. Si Fabian, and Si Fabian, who heads Fabian Theatres and Stanley Warner Theatres.



Bosley Crowther, motion picture critic, The New York Times, and Charles Einfeld, veteran 20th Century-Fox vice-president.



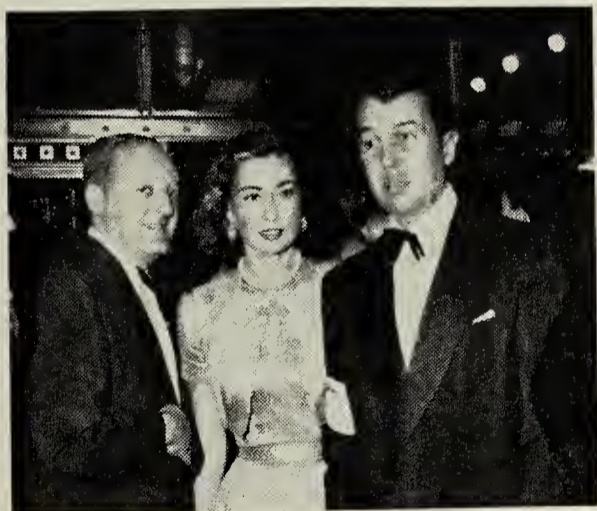
Harry Moskowitz, Loew's Theatres, and Charles Moskowitz, vice-president, Loew's, Inc.



Miss Chretien, Professor Henri Chretien, Mrs. Chretien, and Mayor Vincent Impellitteri.



W. C. Gehring, executive assistant general sales manager, 20th Century-Fox, and Mrs. Gehring.



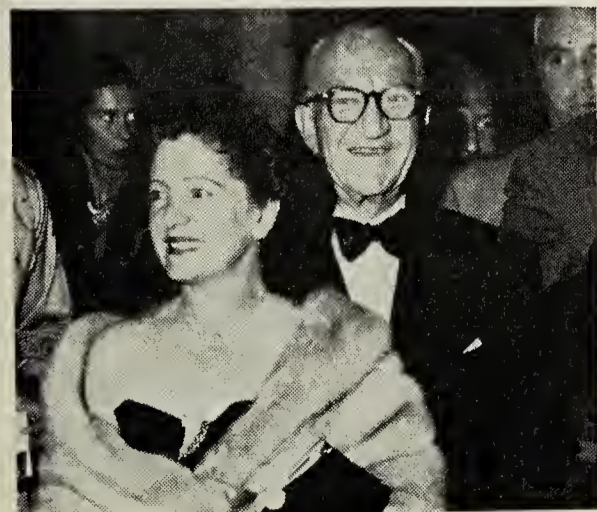
Abe Goodman, 20th Century-Fox executive, and Mr. and Mrs. Alfred Gywnne Vanderbilt.



Frank Ross, producer of "The Robe"; his niece, Jill Daniel, and Mrs. Edward Daniel, his sister.



Mr. and Mrs. Al Schwalberg, Paramount Distributing Corporation president, and family.



Nicholas M. Schenck, who heads MGM and Loew's Inc., and Mrs. Schenck.



Henry Koster, who directed "The Robe" in CinemaScope, and Mrs. Koster.



Joseph Vogel and Gene Picker, both Loew's Theatres executives, and their party.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Corporate

RKO representatives and others oppose a minority stockholders action in New York State Supreme Court (page 16).

Monogram will vote on a change of name to Allied Artists (page 17).

Distribution

Negotiations between unions and distributor representatives are progressing, with New York the biggest problem (page 10).

Some companies are starting to sell 2-D version of 3-D features (page 20).

Republic will distribute film version of the LaStarza-Marciano fight (page 17).

Exhibition

"The Robe", in CinemaScope, gets its world premiere in New York City (page 11).

The TOA announces a tentative schedule for its Nov. 1-5 convention in Chicago, with separate programs for men and women (page 16).

Samuel Goldwyn is worried about exhibitors, but is optimistic about the industry's future (page 17).

International

Theatre building continues in Canada at a record-breaking pace (page 14).

A Variety Club tent is being organized in Montreal (page 14).

For the first time, J. Arthur Rank reports a profit on his productions (page 20).

Mel Konecoff

The world premiere of "The Robe" in CinemaScope at the Roxy, New York City; an interview with Professor Henri Chretien, a luncheon honoring Paramount's Adolph Zukor, and Jack Beresin's Variety Clubs International trip are covered (pages 10 and 19).

Organizations

Plans are progressing for further fundraising for the Will Rogers Memorial Hospital (page 11).

Production

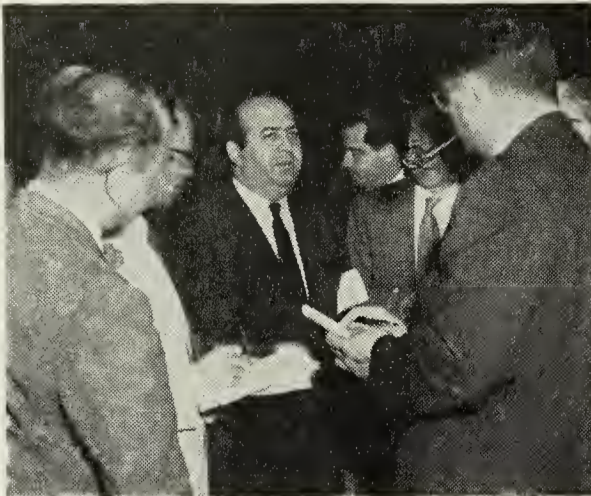
Herbert J. Yates offers a plan for Republic to aid independent production through financing (page 17).

Technical

20th-Fox okes the Magniglow screen, and also cuts the prices on some screens from \$3 to \$2.10 per square foot (page 11).

Milton Gunzberg offers some new soundheads (page 16).

Pola-Lite is distributing pamphlets to aid 3-D exhibition (page 18).



Members of the press discuss the technical advantages of "Moropticon," the new single-film-strip 3-D system, with Matthew Fox, president, All Dimensions, Inc., at a recent demonstration.

"Robe" Seen Headed Over \$300,000 Gross

NEW YORK—Talk of the town, of course, was 20th-Fox's advent of "The Robe" in CinemaScope at the Roxy, where a first week's gross of over \$300,000 was anticipated at admissions running from \$1 to \$3.

This, naturally, led everything else in sight, but Radio City Music Hall, Mayfair, and Capitol continued to do very good business with strong attractions.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"ISLAND IN THE SKY" (WB). Paramount, with stage show, expected the second week to hit \$47,000.

"THE ROBE" (20th-Fox-CinemaScope). Roxy reported a gross of \$211,869 for Thursday through Sunday, or \$176,542 after taxes of \$35,327. The opening week was expected to reach \$325,000 gross, or \$260,000 after taxes of \$65,000.

"ROMAN HOLIDAY" (Para.). Radio City Music Hall, with stage show, announced \$80,000 for Thursday through Sunday, with the fourth week bound to exceed \$125,000.

"I, THE JURY" (UA). Criterion reported \$16,000 for the fifth week of this 3-D attraction.

"THE SWORD AND THE ROSE" (RKO-Disney). Rivoli anticipated \$6,000 for the last five days of the fifth week.

"VICE SQUAD" (UA). Globe looked toward a \$14,500 fourth week.

"THE CADDY" (Para.). Mayfair claimed a \$42,500 opening week for this Martin and Lewis starrer.

"STALAG 17" (Para.). Astor held to \$17,000 on the 12th week.

"RETURN TO PARADISE" (UA). Loew's State announced \$23,000 for the second week.

"FROM HERE TO ETERNITY" (Col.). Capitol claimed \$90,000 for seventh week.

"THE MOON IS BLUE" (UA). Victoria expected the 11th week to reach \$15,000.

Exchange Talks Progressing

NEW YORK—It was announced last fortnight that new contracts for exchange employes have been concluded in all branch cities except New York, Buffalo, Boston, and New Haven, and that negotiations in these cities were progressing. Terms of the new contracts differ only slightly from the old one except for salary increases averaging \$4 per week.

Locally the situation appeared to be deadlocked, with negotiations continuing. Local H-63, representing exchange workers in the metropolitan area, had filed for strike permission from the IATSE.

New York News Letter

— By Mel Konecoff —

A WEEK AGO, there were two important screenings of "The Robe" at the Roxy, and we attended both. The best known was the world premiere of "The

Robe" in CinemaScope, which will go down as a memorable event.

Leaders in industry, society, politics, entertainment and just plain ordinary little people who latched onto the invaluable tickets all rubbed shoulders as they filled the 6,000 seats. There was lobby coverage by radio, TV, newsreels,



KONECOFF

newspapers, and magazines, and photographers flashed their lights at a continuous blinding rate as a record number of police tried to hold back the throngs that eagerly awaited each "name". It was impressive.

As to the performance, a newsreel was run off on the regular screen size, and it wound up with a sequence showing the arrival in this country of Professor Henri Chretien, inventor of the anamorphic lens, and a demonstration of how the lens is used. As darkness blanketed the house, a voice bade the assemblage welcome to the first showing of CinemaScope, at which time the Miracle Mirror screen was unveiled, and the film started. CinemaScope had arrived.

Reaction to the screen that covered the front of the proscenium was very good, and during the showing of the film there were bursts of applause for the splendor unveiled in a scope never seen before. Prolonged applause followed the film's conclusion. As the show broke, crowds were waiting outside to help the invitees wind up the evening as searchlights brilliantly lighted the area really making it The Gay White Way.

The other screening was with much less fanfare. As a matter of fact, the outside of the house looked lonely as earlier the same day a group of about 50 newspaper, trade, and other reviewers entered via the side door, and sat huddled in the huge orchestra to see a preview of the film. They emerged quietly, enthused by what they had seen, and headed back for their offices to spread the word to the public that a new adventure in theatregoing awaited them.

Add Notes The Next Day: The first patron was in line the next morning at 5 a. m. Regular performances were scheduled to start at 9 a. m., and by 6.45 a. m. the line had reached down the street to Sixth Avenue. The crowd forced the the-

(Continued on page 19)

"Robe", CinemaScope Score In Premiere

Fund-Raising Plans Set By Rogers Hospital

NEW YORK—A. Montague, president, Will Rogers Memorial Hospital, and Fred Schwartz, finance committee chairman, presided at a committee meeting last week, and discussed a number of plans for hospital operation.

A principal fund raising project will be the contribution of one hour's pay by all members of distribution and exhibition.

Distributors will ask exhibitors to place the hospital coin boxes in lobbies during the run of important films. The first to adopt this plan is Columbia, making the request on all contracts for "From Here To Eternity."

The hospital committee is offering a convenient solution to the annual Christmas greeting card problem. An attractive, personalized, two-color greeting card has been prepared announcing that the sender has made a contribution to the hospital's annual "Christmas Salute" in lieu of sending out the usual Christmas greeting cards. For 50 cents per name, the hospital will fill in sender's name on as many cards as desired, and mail from Saranac Lake, N. Y. The 50 cent minimum donation will cover the cost of the card, envelope, addressing and postage.

Christmas lists will check to cover total number of names should be sent as early as possible to the Will Rogers Memorial Hospital's New York office 1501 Broadway, New York, N. Y.

Lichtman Drive Breaks Records

NEW YORK—Every 20th Century-Fox holiday record was smashed during the second week of the "Al Lichtman Testimonial", according to the report last week by the division managers. The previous Labor Day Week record for revenue was exceeded by 32.3 per cent while that for number of participating theatres in both the United States and Canada was topped by 26.8 per cent. The old all-time holiday week's revenue was established during Christmas Week, 1945. That mark was topped by 21.1 per cent.

Last week's earnings exceeded those of the first seven days of the "Al Lichtman Testimonial" by 3.9 per cent and the initial stanza revenue was 43.37 per cent above the company's weekly average for the preceding 36 weeks of this year.

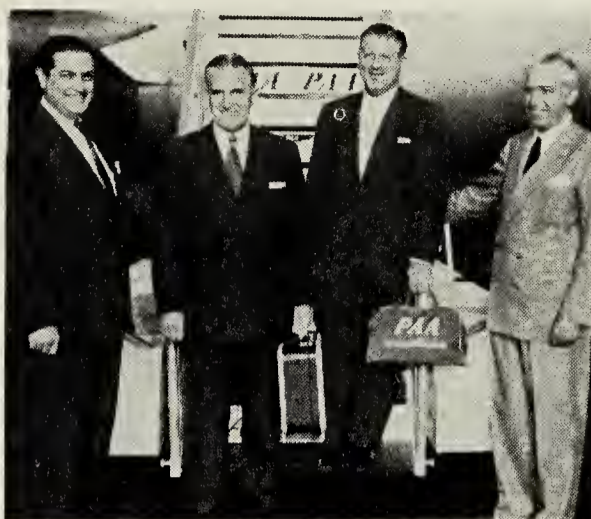
GPEC Sales Increase

NEW YORK—General Precision Equipment Corporation reported last week sales in the second half of the year should exceed the \$41,102,567 recorded in the first six months, more than double the \$19,216,574 in the same 1952 period.

Net income in the first half of this year was \$1,469,067, equal to \$2.22 per share, as against \$361,113, or 54 cents per share, in the first half of 1952.

Alliance Holds Meeting

INDIANAPOLIS—At a meeting last week, plans were made for Alliance Theatres fall drive. S. J. Gregory presided.



Milton R. Rackmil, president, and Alfred E. Daff, executive vice-president, U-I, recently left New York's Idlewild Airport for Rome on the first step of a six-week round-the-world tour of the company's branch offices for sales meetings and exhibitor conferences. Ben Cohn, left, assistant foreign sales manager, and Americo Aboaf, foreign sales manager, saw them off at airport.

20th-Fox Okehs Screen; Cuts Price

NEW YORK—Approval of the Magniglow Astrolite screen for the projection of CinemaScope pictures was voiced last week by Al Lichtman, 20th-Fox director of distribution, following a demonstration.

Attending the final test showing were the presidents of three corporations involved.

The two companies set up for mass production, Lichtman stated, are able to produce stock sizes for theatres of any size or shape which require screens up to 50 feet in width and generally having up to 2,500 seats.

These are generally applicable to theatres seating up to 1000:

Miracle Mirror	Magniglow Astrolite
21'-2" x 10'-7"	18'-10" x 11'-4"
21'-2" x 12'-9"	22'-8" x 11'-4"
25'-4" x 12'-8"	22' x 13'-3"
25'-4" x 15'-3"	26'-6" x 13'-3"
29'-6" x 14'-9"	25'-4" x 15'-3"
29'-6" x 17'-9"	30'-6" x 15'-3"
33'-8" x 16'-10"	28'-7" x 17'-2"
33'-8" x 20'-4"	34'-4" x 17'-2"
	31'-10" x 19'-2"

Generally applicable to theatres seating from 1000 to 2500:

Miracle Mirror	Magniglow Astrolite
37'-10" x 18'-11"	38'-4" x 19'-2"
37'-10" x 22'-9"	35' x 21'-1"
42' x 21'	42' x 21'-1"
42' x 25'-4"	41'-6" x 25'
46'-2" x 23'-1"	46'-2" x 23'-1"
46'-2" x 27'-10"	44'-10" x 27'
50'-4" x 25'-2"	50' x 25'
50'-4" x 30'-4"	50' x 28'-11"

The manufacturers of the Magniglow Astrolite and Miracle Mirror Screens have been able to reduce the price of stock-size screens from \$3 to \$2.10 per square foot.

The price of screens using widths in excess of 50 feet remains at \$3 per square foot.

New Process and First Showing Of Technicolor Film Acclaimed; Record Gross Nears \$300,000 Total

NEW YORK—Last week, nine months after 20th-Fox President Spyros P. Skouras first saw Professor Henri Chretien's anamorphic lens in France on Dec. 18, 1952, "The Robe", the first CinemaScope production, in Technicolor, had its world premiere at the Roxy in the opening which ranked with the biggest this city has ever seen.

The local critics were favorable toward the film and the new process, with considerable attention devoted to the anamorphic lens.

(For other reports and comment on the opening, look elsewhere in the issue.—Editor.)

The scale at the Roxy ranges from \$1-\$3, with the expectation that the first week's gross would near \$300,000 mark.

The Roxy scale follows:

Weekdays—Until 10 a. m., \$1; from 10 to noon, \$1.25; noon to 6 p. m., \$1.50; 6 p. m., to evening change of price, \$2; price change to closing, \$1.80; loges 50 cents higher. Saturdays—\$1.50 to \$3. Sundays and holidays—\$1.80 to \$3.

Darryl F. Zanuck, 20th-Fox chief of production, was detained in Paris by illness.

On hand were producer Frank Ross, director Henry Koster, and Torin Thatcher, in the cast.

The anamorphic lenses are mounted in front of the projection lenses, which are Bausch and Lomb "Super-Cinephors," f/1.8 speed. The Roxy projection throw is 95 feet, with the screen's curve maximum depth six feet. Projection lighting uses National "Excelite 135" lamps, pulling 135 amperes, with the lamps also using Bausch and Lomb dichroic filters rated to pass about 95 per cent of available light, with heat at the aperture cut down to about 35 per cent. Refrigerated air, pumped through an air blast system, is used to cool the machines, as developed by National Theatres' Russell McCullough.

Four sound tracks are used in the stereophonic sound system, with 52 auditorium speakers available.

The aspect ratio of the picture was 2.55 to 1, with the Miracle Mirror screen 70 by 20 feet.

The Roxy was picketed just prior to the premiere by American Federation of Musicians, Local 802.

A statement by the Roxy said:

"The musician's local 802, demands that the Roxy employ an orchestra of 26 musicians for a period of one year . . . whether needed or not. It is the position of the Roxy management that it was fully within its rights in discontinuing the services of the musicians upon the elimination of the stage show policy. All other union crafts and employes necessary for the straight picture policy are employed and working."

Later, the dispute was settled amicably.

From the black-gold
border to the gulf,
they were
holding their
breaths...

the
marauding
machete-slingers,
the dice-girl,
the wildcatter, and
the lady with the
lying-green eyes...

THEY HAD
CROSSED HIM
ONCE TOO OFTEN
AND NOW HE WAS
BLOWING
WILD!

THE 'GRINGO GIAN



GARY
COOPER

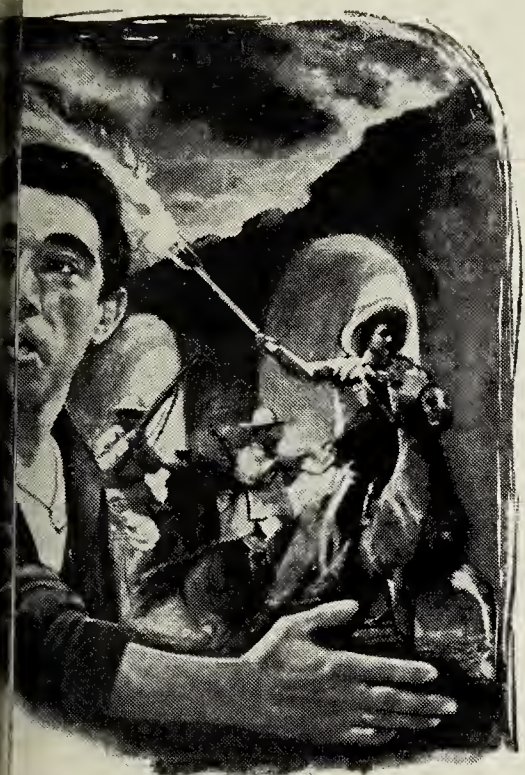
**NEW GLORY
FOR GARY!**
Winner of this
year's 'Best Actor'
Academy Award

BAR
STAN

FILMED AMID THE SMOLDERING EXCITEMENTS OF MEXICO— AND PRESENTED BY

BLOWING W

ALL ITS THRILLS MORE THRILLING WITH **WARNER PHONIC SOUND** THIS PICTURE ALSO CAN BE SEEN IN



AS MAD!



**RA
YCK**

WARNER BROS.

WILD

WIDE SCREENS

FRANKIE LAINE
SINGS
'BLOWING WILD'
the ballad featured
in the sensational
musical background
by Academy Award
composer
Dimitri Tiomkin

WARNERS' MASS TEXAS MOP-UP THIS WEEK! 211 HOUSES SIMULTANEOUSLY!

CO-STARRING
RUTH ROMAN · ANTHONY QUINN
Winner of this year's Academy Award for 'Best Supporting Actor'
WRITTEN BY PHILIP YORDAN PRODUCED BY MILTON SPERLING DIRECTED BY HUGO FREGONESE
Music Composed and Conducted by Dimitri Tiomkin
A UNITED STATES PICTURES PROD. DISTRIBUTED BY WARNER BROS.



The International Scene

Canada

Canadian Building Is Record-Breaking

TORONTO—In contrast with the American picture, there is every indication that this year will be a record-breaking year in the number of new situations opened in Canada. This falls in line with a forecast by the Dominion Bureau of Statistics, which by its calculations figures that by New Year's Eve Canada will see a total population of 15,000,000. According to its computations, every province in the country took a jump in population in the last year.

There are now 109 new situations opened this year. The figure rose by three, including one drive-in, when spots in Saskatchewan, Alberta, and Quebec were opened. They are Rothstein Theatres' 150-seat Roxy, Uranium City, Sask., which will eventually be enlarged to about 800 seats in 1954; Biudonne Clich's 200-seat Salle Paroissiale, Vallee Junction, Quebec, and P. May and H. Latch's 250-car Stardust Drive-In, Wainwright, Alta.

The number of theatres opened this year already equals the number in 1947, the year when the second highest figure was reached starting operations in a single year. Only 1950's all-time record of 148 tops it. There have been 74 ozoners brought into business since Jan. 1, setting the total now in operation in Canada at 176, with 102 operating at the close of the season last year. Theatres under construction are a standard-type house and a drive-in making the total now in work 22, while there are 32 other types of houses in various stages of planning.

Canadian Comment

All aspects of the industry were represented at the 10th annual meeting of the Alberta Theatres Association at the Banff Springs Hotel, for, besides exhibitors, there were those who distributed the films as well as those making them. Among the guests at the closing dinner were the stars and others connected with two features being shot in the vicinity of the meeting place. Among those at the head table were Mr. and Mrs. Alan Ladd, Marilyn Monroe, Shelley Winters, Robert Mitchum, J. Carroll Naish, Hugh O'Brien, Mr. and Mrs. Anthony Caruso, Raoul Walsh, Mr. and Mrs. G. Doud, and Otto Preminger. The production staffs were on location with shooting of 20th-Fox's "River Of No Return" and U-I's "Saskatchewan." The record turnout for the meeting, welcomed by A. W. Shackelford, Lethbridge, president, ATA, discussed the new techniques and other problems at the business session. A committee was formed to discuss with public health officials the matter of banning children from theatres during the polio epidemic. The matter of bringing the Theatres Act of Alberta in line with that of Ontario was also discussed, and further consideration is being



Street ballyhoo is not confined to domestic theatres as may be seen in the recent stunt developed by the Real Cinema, Mexico City, Mexico, on U-I's "Lost in Alaska." The appropriately garbed theatre personnel and sled toured the streets of the city to herald the opening.

invited of the Alberta government. Shackelford was reelected president, and W. P. Wilson, Edmonton, and D. Miller, Taber, were returned as vice-presidents, with B. Wiber, Edmonton, and D. C. Fox, Pincher Creek, added as vice-presidents. Don Menzies, Calgary, is assistant to L. J. Chown of that city as secretary-treasurer. Directors are Miss H. M. Playle, Drumheller; D. A. Boyle, Macleod; E. T. Lewis, High River; Lee Brewerton, Raymond; F. Christou, Banff; William Ramsay, Canmore; L. G. Purnell, Red Deer; J. J. Lieberman, A. E. Staniland, C. Entwistle and William Pilkie, Edmonton, and R. M. Micheltree, R. Barron, Matt Park, and Harry Cohen, Calgary.

North American premieres in Toronto have inspired film companies and theatres to get behind the films teed off in that city. Typical of the promotion effort put behind such films is the work done on Cardinal's "Innocents In Paris", and JARO's "The Cruel Sea." Both were produced in England. Canada's largest department store, T. Eaton Company Limited and British Overseas Airways got behind "Innocents In Paris". BOAC placed a 200-line ad in 21 daily newspapers of the country, while Eaton's arranged for displays inside and outside in its street windows using Parisian fashions. BOAC brought in special posters and folders on the film and its air services to distribute among its travel agents and representatives all across the country. During the run at the Savoy, Toronto, a model dressed in Can-Can costume, handed out the special BOAC folders from in front of the BOAC office and in front of the theatre. Windows in 25 travel agencies were tied in. At the theatre, a smart flash front designed by Al Perley gathered attention, while a fashion show arranged by Al and Bert Wilkes, special publicity representatives gathered a large crowd.

"Genevieve" sparked Canada's first antique car rally, subtitled "Operation Genevieve." A parade of 25 old but shining cars through Toronto from the Canadian National Exhibition to the Hyland, where the film opened, stimulated public interest. Trophies were provided by

various sponsoring organizations. Service station accommodation, emergency tire service, police cooperation, insurance protection, garage space, and other needs were provided willingly through arrangements made by Jim Hardiman, Odeon organization.

At a luncheon in the Montreal Club, Montreal, a group of showmen set up a committee to organize a Variety Club, the second tent in Canada. Jack Beresin, Philadelphia, International Chief Barker, and Jack Chisholm, International Press Guy, attended the inaugural meeting to give the background of the clubs' charitable work. Clarence Campbell, president, International Hockey Association, was appointed chairman of the Montreal group for the formation. Other members of the committee are W. J. Singleton, president, Associated Screen News; William Lester, United Amusement Corporation; Frank Selke, president, Montréal Forum; J. Arthur Hirsch, president, Consolidated Theatres, and Hector H. Racine, president, Montreal Baseball Team and an owner of the Brooklyn Dodgers. William F. Macklaier, president, Canadian Cerebral Palsy Association, discussed with those present the possibility of the tent taking over a cerebral palsy project as its charity.

Arthur Manson, MGM Pictures of Canada Limited, announced that Eddie Newman, Metropolitan, Winnipeg, started "The Band Wagon" rolling with a pre-selling campaign which included 24-sheets a week in advance; advance screenings for all disc jockeys, critics, and record dealers; a three-way tieup involving MGM Records, the theatre and local record dealers including a "Band Wagon" window contest with first prize a cash award of \$75, thus garnering 25 outstanding windows throughout downtown Winnipeg, including two department stores, and a full use of special accessories including window cards, stills, door panels, and cutout hangers, distributed to all record dealers.

CINE CHATTER: J. Arthur Rank is to speak to the Empire Club of Toronto during a visit in November. . . . Leslie Allen, Cardinal Films, was off to England and France on a periodical buying trip for his company. . . . Len Bishop, manager, Shea's, Toronto, gave away \$25,000 worth of diamonds in a tieup with a jeweler for "Gentlemen Prefer Blondes" . . . Continent's first daylight drive-in at Trafalgar, 20 miles from Toronto, is expected to open around the end of September. . . . An order of mandamus by the Supreme Court of Ontario was granted the Markham Developments Limited permitting it to build a drive-in in Scarborough, a suburb of Toronto. . . . Bill Horner has been appointed manager, Odeon Strand, Saint John, N. B. . . . The Capitol, Guelph, is to be closed permanently. . . . What remains of the Imperial, Sarnia, following a tornado, is reported to have been sold to a jeweler. . . . Leonard Brockington, president, JARO in Canada, is to address the American Bankers Association for the seventh time. . . . The Grand, Kingston, Ont., has begun the giveaway of dishes. . . . A supplier of mats to the industry, Photo-Engravers and Electrotypers Limited, is planning a new building in Toronto costing \$3,625,000.

—HARRY ALLEN, JR.

(Continued on page 20)

WESTERN UNION

EX-1201

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = Int'l Letter Telegram

VLT = Int'l Victory Ltr.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

W. P. MARSHALL, PRESIDENT

1953 SEP 15 11.30 PM

MR. ABE MONTAGUE
COLUMBIA PICTURES CORPORATION
729 SEVENTH AVENUE
NEW YORK 19, NEW YORK

"FROM HERE TO ETERNITY" GROSSED \$63,810. FIRST WEEK STANLEY THEATRE, PHILADELPHIA, WHICH IS THE BIGGEST STRAIGHT PICTURE GROSS EVER ESTABLISHED IN ANY FIRST RUN THEATRE IN MY NINETEEN YEARS IN PHILADELPHIA. THIS SHOULD BE HEARTENING TO EVERYONE IN OUR INDUSTRY. IN MY OPINION "ETERNITY" WILL RANK AS TOP GROSSER OF ALL TIME AND CAN PLAY HERE FROM NOW UNTIL ETERNITY. REGARDS.

TED SCHLANGER

Columbia's

**FROM HERE
TO ETERNITY**

This Was The Week When

A special general two-day meeting of the executive committee and board of COMPO was held in New York City. . . . MGM held five world premieres of "Take The High Ground" in Texas with top studio executives and stars on hand. . . . Cecil B. DeMille was elected president-chairman of the board, American Cancer Society, Los Angeles County branch. . . . RKO announced that the world premiere of "Louisiana Territory", in 3-D and Technicolor, would be held at Loew's State, New Orleans, on Oct. 14, with other southern houses following. . . . Plans were progressing for the annual convention of the Colosseum of Motion Picture Salesmen of America at the Jung Hotel, New Orleans, on Oct. 10-11. . . . William M. Pizer, vice-president, Lippert Productions, started a European tour. . . . Barney Balaban, president, Paramount Pictures Corporation, was selected as "Motion Picture Pioneer of 1953" by the Motion Picture Pioneers, Inc., and the Foundation of Motion Picture Pioneers, Inc.

Montguc C. Morton, managing director in Great Britain for United Artists, arrived in New York for conferences with UA officials. . . . Richard Condon sailed for Europe to make a 90-day survey of films being produced for United Artists in Great Britain and Europe. . . . RKO Theatres announced that Sol A. Schwartz, president, and William W. Howard, vice-president, would be hosts at the area premieres of "The Robe" in Boston, Cincinnati, Rochester, N. Y., and Keith's, Dayton, O. . . . American Broadcasting-Paramount Theatres, Inc., announced a dividend of 25 cents per share on the preferred and 25 cents per share on the common stock. . . . UA revealed that it would release "Man In Hiding", "The Steel Lady", "Dragon's Gold", "The Village", and "Crossed Swords", in Pathecolor, in October.

UA launched a series of sales meetings in every branch to follow the recent New York conference. . . . U-I's "The All-American" had its world bow at the Broadway Capitol, Detroit, with over 300 special pre-release engagements in the last week of the month. . . . The Vistarama featurette, "Aloha Nui", got its first public showing at the Paramount, Hollywood; Paramount, Los Angeles; Center, Buffalo, and Michigan, Detroit.

RKO Execs, Others Oppose Minor. Action

NEW YORK—A long list of affidavits holding that there exists no grounds for the minority stockholders' suit of Louis Schiff and Jacob Sachs was filed in State Supreme Court last week by RKO executives, independent producers releasing through the organization, banks, and others.

Company representatives submitting affidavits were James R. Grainger, president, C. J. Tevlin, vice-president in charge of studio operations; Garrett Van Wagner, comptroller; William H. Clark, treasurer; Ross R. Hastings, assistant secretary; Joseph L. Laub, assistant secretary, and Peter F. Pugliese, home office attorney in charge of litigation. Spokesmen for independent producers offering affidavits were James A. Mulvey, president, Samuel Goldwyn Productions; Sol Lesser, president, Sol Lesser Productions; Frank King, president, King Brothers Productions, and Roy O. Disney, president, Walt Disney Productions. Bank executives represented were Gainer B. Jones, vice-president, National Bank of Commerce, Houston, Tex.; Raymond T. Anderson, assistant vice-president, Bankers Trust Company, and Robert Kurzweil, assistant secretary, Chemical Bank and Trust Company.

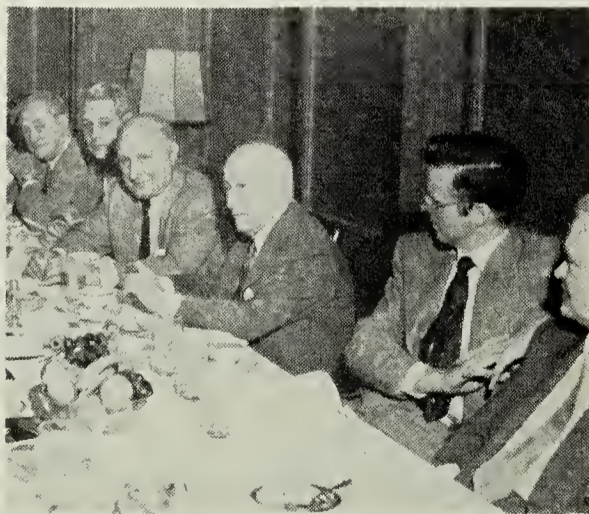
Affidavits were also submitted by Floyd B. Odum, president, Atlas Corporation, holder of a large block of RKO stock; Ned Depinet, former RKO president and an adviser of the company; Elliston Vinson, vice-president, Foote, Cone and Belding, in charge of the agency's motion picture division, and Roy McDonald, of Donovan, Leisure, Newton and Irvine, RKO counsel.

Charges that the assets of the company were being wasted by the management headed by Howard Hughes were completely denied.

Gunzburg Offers Soundheads

HOLLYWOOD—Milton L. Gunzburg, president, Natural Sound Corporation, last fortnight outlined details of a "new four-channel CinemaScope-type soundhead" that will sell at \$1,425 per pair, and said that the "new soundhead", when combined with the Natural Sound-Kinevox separate-sound-track stereophonic sound system, will enable theatres to project any picture recorded in any sound system that has been thus far announced. The Natural Sound-Kinevox four-track head can also be used with RCA or other separate track sound systems."

The new device may be installed on standard theatre projection units and used on any type of projector, he declared.



Seen at Paramount's recent luncheon in New York for trade press publishers and editors in honor of board chairman Adolph Zukor, were, left to right, E. K. O'Shea, vice-president, Paramount Film Distributing Corporation; Alan Jackson, Paramount story and play editor; Barney Balaban, president, Paramount Pictures; Zukor; Walter Minton, Jr., advertising manager, G. P. Putnam's Sons, publisher of Zukor's new book, and Paul Raibourn, the Paramount vice-president.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

RKO

"Marry Me Again"—Pleasant program.

WB

"Blowing Wild"—Cooper starrer should account for itself okeh.

U-I

"Back To God's Country"—Frozen north meller is best for the smaller situations and duallers.

"The Veils Of Bagdad"—Typical costume melodrama.

UA

"Captain Scarlett"—For the lower half.

COLUMBIA

"The Big Heat"—Good meller.

Tentative Schedule Set For TOA Meeting

CHICAGO—The advance program for the 1953 TOA convention and trade show, combined with TESMA trade show, at the Conrad Hilton Hotel, Nov. 1-5, was set last week at a meeting of the convention committee. David Wallerstein is convention chairman.

The schedule will be as follows:

Nov. 1—Registration and opening of trade show, hospitality and information booths manned, special tickets for theatres and other events, executive committee meeting.

Nov. 2—Registration and trade show, special TOA-tesma showing of Cinerama and inspection of equipment at Palace, special theatre concessions committee meeting, board of directors meeting.

Nov. 3—Opening of business sessions, keynote speaker, president's report, luncheon, business session, Coca-Cola beefsteak party at Saddle and Sirloin Club.

Nov. 4—Business session, luncheon, TESMA-TOA theatre equipment and new processes forum, Pepsi-Cola party, including ice show.

Nov. 5—Business session, luncheon, final business session, board meeting, National Carbon Company cocktail party, and annual president's banquet.

On Nov. 2, the ladies will join exhibitors, equipment manufacturers, and concessions representatives at the TOA-tesma special showing of Cinerama and inspection of equipment at the Palace. Tea in the Pump Room of the Ambassador Hotel is set for Nov. 3, including a fashion show of Carson, Pirie, Scott and Company. Coca-Cola's beefsteak party and entertainment at the Saddle and Sirloin Club is in the evening.

On Nov. 4 the ladies will attend a Smorgasboard luncheon at the Kungsholm Restaurant and a matinee performance of puppet opera, with a matinee at a Loop theatre as an alternate. Pepsi-Cola's party is also on the agenda.

A brunch and fur show in the Blackstone Hotel is scheduled for Nov. 5. In the afternoon, the ladies will visit the Art Institute. Tea will be served in the Oriental Gallery. The cocktail party and annual president's banquet follow.

Co-chairmen of the women's activities committee are Mrs. John Balaban, Mrs. James Costen, Mrs. Edwin Silverman, and Mrs. David Wallerstein.

Yates Makes Offer To Finance New Pictures

HOLLYWOOD—Herbert J. Yates, Republic president, declared last fortnight that the studio will embark on a drastic new production policy which will call for "hand tooled, individually made" pictures, and said that the profitable future of the business calls for Hollywood producers to scrap the standard assembly line type of product. The new plan includes the financing of any independent producer, director, artist, or author with the basis of an outstanding story either in treatment or completed script form.

Yates said this will eliminate the usual legal red tape of financing and complicated contracts which have hindered many independent producers with boxoffice ideas. The plan will enable the producer to take advantage of all Republic studio facilities and world-wide distributing organization.

J. J. Milstein, Republic general sales manager, will head the new department as Yates' personal representative with headquarters at the studio.

PEOPLE

NEW YORK—S. G. Fassoulis, president, Pola-Lite Company, manufacturer of all-plastic 3-D glasses, last fortnight announced the promotion of A. E. Cates, Jr., to theatre relations manager. Cates formerly handled executive duties at several foreign branches and key offices in this country of Commerce International Company, of which Pola-Lite is a division. He succeeds Dick Morros, leaving Pola-Lite to become vice-president of All Dimensions, Inc., which holds American rights to the Moropticon system.

NEW YORK—Lester Crown, vice-president, Material Service Corporation, Chicago, was last week elected a member of the board of Stanley Warner Corporation. He is presently a director, Empire State Building Corporation of New York and vice-president and director, Marblehead Lime Company. He is a chemical engineer and a graduate of Northwestern University and the Harvard Graduate School of Business Administration. He resides in Chicago.

NEW YORK—George T. Shupert, vice-president in charge of the ABC film syndication division, announced last fortnight that Don L. Kearney had been appointed national sales manager. He has been assistant sales manager of the network's television operations, and was previously national sales manager for ABC-owned television station.

HOLLYWOOD—Walter Pidgeon was nominated last week for a second term as president, Screen Actors Guild, along with Leon Ames, first vice-president; John Lund, second vice-president; William Holden, third vice-president; Paul Harvey, secretary, and George Chandler, treasurer.

NEW YORK—Gabe Sumner was last week named New York newspaper contact for Paramount Pictures. Sumner has been with Paramount several years, starting in New York exploitation work.

Cooperative Home TV Suggested To Exhibitors At Philly Meeting



The stars of UA's "Sabre Jet" recently watched the air races held in connection with the National Aircraft show at the Dayton, O., municipal airport. The world premiere was held at Loew's.

Mono. Voting On Name Change

HOLLYWOOD—Following a special meeting of the board of Monogram Pictures Corporation, Steve Broidy, president, announced that the board had passed a proposal which will be submitted to the stockholders for their approval at their annual meeting on Nov. 11 to amend the articles of incorporation of the company by changing the name of the company from Monogram Pictures Corporation to Allied Artists Pictures Corporation.

Also approved for submission at the annual stockholders meeting was the proposal to authorize an amendment to the articles of incorporation of the company by increasing the number of \$1 par value common stock from 1,000,000 to 1,500,000 shares. In addition to Broidy, those attending the directors' meeting were G. Ralph Branton, George D. Burrows, W. Ray Johnston, chairman, Herman Rifkin, and Howard Stubbins.

Rep. Handling Heavyweight Bout

NEW YORK—Exclusive film rights to the motion picture of the world's heavyweight championship fight between Rocky Marciano and Roland La Starza, on Sept. 24 at the Polo Grounds have been acquired by Herbert J. Yates, it was announced last week. Distribution arrangements were made by Yates and James D. Norris, president, International Boxing Club.

NEW YORK—Al O'Keefe, vice-president in charge of distribution, Pola-Lite Company, last week announced the appointment of Herbert Berg as director of advertising and publicity. Berg is a veteran industry publicist.

NEW YORK—The public relations firm of Norton and Condon, Inc., was last week named advertising-publicity representative for producer S. P. Eagle on his forthcoming film, "The Golden Warriors."

HOLLYWOOD—Don Hartman will continue as executive producer at Paramount under a new long-term contract signed last week.

PHILADELPHIA—More than 50 persons attended the conference of Broadcasters on Subscription Television last week at the studios of WIP-Gimbels, sponsored by a group of east coast UHF television station grantees who last month filed a petition with the Federal Communications Commission requesting the authorization of a limited service of pay-as-you-see TV.

It was emphasized by speakers that subscription TV would permit the building and successful operation of hundreds of additional independent television stations. The boxoffice in the home was seen as the only way to bring special events, not able to be presented by advertisers, into the home. Hugh N. Boyd, general manager, Home News Publishing Company (WDHN-TV), New Brunswick, N. J., presided.

Morris Mogelever, speaking for Abe J. Greene, commissioner, National Boxing Association, told the conference that subscription TV could save sports. Millard C. Faught, representing the Zenith Radio Corporation; James M. Landis, counsel, Skiatron Electronics and Television Corporation, and Paul N. McNamara, vice-president, International Telemeter Corporation, explained the various subscription TV devices perfected by their companies, Phonevision, Skiatron Subscriber-Vision, and the Telemeter coin-box system.

McNamara proposed that UHF television station operators utilize the Telemeter system for cooperative exhibition of current motion pictures with local theatremen, with the exhibitor and the UHF operator sharing in the receipts after Telemeter charges are apportioned, or the exhibitor buying the local station's air time for exhibition of the film.

A third suggestion offered by McNamara was that the station operator contract for current films on his own.

The point was made that subscription TV would not hurt, but would aid commercial TV by enlarging the number of profit-making stations in operation. Only those events that are not feasible for commercial sponsorship because they are too expensive or of limited appeal would be sold directly to the public via subscription TV.

3-D Breakdown Shown

NEW YORK—A theatre by theatre check conducted last fortnight by a major distributor which reveals that a total of 4,558 houses in this country were equipped for the showing of 3-D films as of Sept. 4, showed the installations distributed in exchange territories as follows:

Albany, 84; Atlanta, 175; Boston, 173; Buffalo, 121; Charlotte, 167; Chicago, 155; Cincinnati, 131; Cleveland, 142; Dallas, 250; Denver, 101; Des Moines, 79; Detroit, 151; Indianapolis, 78; Jacksonville, 81; Kansas City, 137; Los Angeles, 212; Memphis, 73; Milwaukee, 84; Minneapolis, 110; New Haven, 67; New Orleans, 224; New York, 416; Oklahoma City, 127; Omaha, 55; Philadelphia, 245; Pittsburgh, 207; Portland, 57; Salt Lake City, 87; San Francisco, 202; Seattle, 45; St. Louis, 108, and Washington, 214.



George Seaton, co-producer, Paramount's "Little Boy Lost," recently told the trade press at a New York interview that the story's still the thing in motion pictures, not the screen technique.

Pola-Lite Offers Pamphlets

NEW YORK—Distribution of 20,000 free pamphlets designed to help exhibitors showing 3-D films was started last week by the Pola-Lite Company, manufacturer of all-plastic, 3-D viewers, Al O'Keefe, vice-president in charge of distribution, announced. The pamphlet, entitled "Helpful Hints On How To Improve Your Projection Of 3-D Pictures," will be sent to all exhibitors now showing 3-D films, as well as to other exhibitors across the country contemplating showing the three-dimensional features. Copies of the pamphlet may be obtained free of charge from any of the 32 branch offices of National Film Service, or from the Pola-Lite Company office.

The pamphlet was prepared by the Monroe Greenthal Agency for the Pola-Lite Company.

Arnold Productions Sues UA

NEW YORK—Arnold Productions filed suit last fortnight seeking damages of \$370,568 from United Artists, and State Supreme Court Justice Samuel DiFalco granted a motion permitting examination of defendants and the producing of books and records.

The suit involves the foreign distribution of three Arnold Pressburger films, "Hangmen Also Die", "It Happened Tomorrow", and "Scandals In Paris", rights to which were assigned to Arnold Productions. Most of the damages sought are from distribution in Italy and Germany, but other countries are also involved.

United Artists claims it has been unable to remit any amounts earned by the pictures in Germany, with only a portion of Italian amounts able to be transferred. The action also seeks the return of television rights to "Scandals In Paris," granted to United Artists.

Brewer Leaves IA Post

HOLLYWOOD—The resignation of Roy M. Brewer as IATSE's international representative in Hollywood was accepted last fortnight by Richard F. Walsh, IA president. Carl Cooper, a vice-president, has replaced Brewer temporarily.

Brewer is expected to announce his decision shortly concerning the acceptance of several offers he has received.

Contract negotiations in Hollywood began with Cooper handling discussion with AMPP until Walsh can name Brewer's permanent successor.

Goldwyn Worried About Exhibs' Plight, But Is Confident Of Future

HOLLYWOOD—Samuel Goldwyn, replying last week to a statement by Allied President Dave Snaper on Goldwyn's comment on further closing of theatres in this country, declared that while he was deeply concerned about the personal plight of exhibitors forced out of business, he was not concerned or fearful about the future.

He declared, in part:

"I have read Mr. Snaper's statement which was apparently occasioned by his failure to understand what I have consistently said about theatre closings and the future of our industry as I see it. I believe in facing facts instead of ignoring them. Two years ago, I said it seemed inevitable that a great many theatres, perhaps five or six thousand, might go out of business. About the same time, Charles Skouras predicted that approximately 40 per cent of existing theatres would soon close, but I did not observe Mr. Snaper rusing into print to attack him.

"On my return from Europe, I saw no occasion to change my opinion. On the contrary, the facts have borne out what I said. Since 1946, approximately 5,000 theatres have closed. They have been forced out of business not as a result of anything I have said but by the competition of TV, greater discrimination on the part of the public of the 'movie-going habit' brought about by inferior pic-

tures, and in some instances by failure to keep theatres up to modern standards, lack of aggressive showmanship and management, and similar factors.

"Producers have gone out of business, too, for most of the same reasons that theatres have been affected, but they have not been weeping and wailing about it or calling regional meetings to blame anyone. Instead, those who remain are tending to their own business.

"It is not I who have 'condemned thousands of theatres', but the hard facts of economic competition and business life. Motion pictures are no different in this respect from every other industry in the world which goes through revolutionary shakeouts as a result of competition and changing conditions.

"Unfortunately, exhibitors and producers alike failed to take advantage of prosperous times for building for the future. But motion pictures have tremendous vitality as the greatest medium of mass entertainment in the world. I am sure the industry's position will be strengthened by the concentration in Hollywood today on fewer pictures which is bound to mean finer pictures. It has been conclusively demonstrated that the public will respond magnificently to great motion picture entertainment, but cannot be bought into theatres by prizes, giveaways, double bills, or any other gimmicks."

J. J. Theatres Appeals Decision

NEW YORK—Monroe Stein, attorney for J. J. Theatres and the Luzor Group, last week appealed to the U. S. Court of Appeals a federal court jury verdict dismissing their anti-trust action against Skouras Theatres, 20th-Fox, and others. Stein charged errors by the judge in his charge to the jury, including a claim that the jury should have been charged that the Skouras-20th-Fox franchise, a pooling deal between Skouras and RKO, and a franchise involving 20th-Fox and RKO were restraint of trade.

The appeal also states that the judge erred in his ruling on what constituted substantial competition and in permitting revelation of the Luxor Group's profits between 1941 and 1951. The action sought trebled damages of more than \$3,000,000.

SW Note Terms Revealed

WASHINGTON—It was disclosed last week that a \$1,153,600 note given by Cinerama Productions Corporation to the Bankers Trust Company has been guaranteed by Stanley Warner and its subsidiary, Stanley Warner Cinerama Corporation. Stanley Warner stated in a filing with the Securities and Exchange Commission that the guarantee was made on Aug. 13, 1953, the same date the note was given by Cinerama Productions. The note is due on Aug. 10, 1955.

Portions of the proceeds of the net receipts from exhibition of "This Is Cinerama" in certain cities will be applied to payment of the note. Under certain undefined conditions, all proceeds after certain deductions could be so applied.

Place Sees Huge Spending

NEW YORK—Hermann G. Place, president, General Precision Equipment, predicted at a news conference last week that the nation's motion picture houses may spend up to \$150,000,000 for directional and sound equipment if the new film processes prove to be permanently popular. He estimated that directional sound equipment will be as low as \$4,800 for small theatres and as high as \$25,000 for very large houses, with \$10,000 the average for most theatres.

Judgment Forces Film's Sale

HOLLYWOOD—Superior Judge Frank B. Swain last week issued an order of judgment against Miracle Productions, Inc., Benedict Bogeaus, and a long list of others in favor of the Security First National Bank of Los Angeles in the amount of \$402,977 representing principal and interest due on a loan advanced for "A Miracle Can Happen," retitled "On Our Merry Way." The ruling requires sale of the picture to satisfy the judgment.

Levin Meets With CR Men

NEW YORK—Executives representing five of the company's seven divisions attended the three-day conference of Certified Reports, Inc., last week. Jack H. Levin, president, discussed current problems and projects with Richard Malkin, vice-president; L. B. Lawrence, Atlanta, southern division director; Frank A. Park, Dallas, south-central director; H. H. Daniels, central division head, and Al Paharik, Pittsburgh, field executive.

Konecoff

(Continued from page 10)

atre to open early at 8.20 a. m. Admission prices start at \$1 and go to a top of \$3 on weekends.

Personal Note: We watched the film for the second time with the same interest and enthusiasm as during the initial showing.

VOILA MONSOOR: Professor Henri Chretien, distinguished French inventor of the anamorphic lens which is the basis of the CinemaScope process, arrived with his family prior to the opening of "The Robe" at the Roxy. He engaged in a round of promotional activities and is to attend subsequent openings in Chicago, Philadelphia, Los Angeles, and elsewhere.

The professor, who devoted a goodly portion of his life to the development of the anamorphic lens system, reported that he demonstrated the lens to Hollywood in 1928. Producers and technicians seemed impressed, and asked for time to think it over. When he returned in 1929, they stated that with the arrival of sound, they preferred to concentrate on that.

There matters stood until Spyros Skouras and Earl Sponable heard of the lens again late last year, and picked up an option which was allowed to lapse by the J. Arthur Rank interests. Warners, too, showed interest, but arrived on the scene shortly after Skouras closed his deal, and the rest is history. Through all these years, the lens has remained the same, with the filming technique improved.

At a press conference, Chretien reported that while his patents on the lenses has expired, he has taken out new patents on improvements recently developed which should make for simpler production in the future. His lens manufacturing plant in France is starting to turn out CinemaScope lenses, and he believed that many local or French producers will start to use the medium. Incidentally, he said the results attained by "The Robe" exceeded his expectations. The professor also reported that Russia exhibited interest in the lens some six months prior to the Skouras acquisition, but that's as far as it ever went.

One of the functions he attended was a luncheon hosted by the Society of Motion Picture And Television Engineers at the Waldorf attended by close to 100 technical leaders in the field of motion pictures, and he was guest of honor.

Herbert Barnett, Society president, called this year one of decision for the industry, and said to cling to the old in these days of rough competition is to invite disaster in the form of keeping the 25 million missing customers away from our theatres. Some of the losses, he reported, have been reduced by the successful arrival of the drive-in on the scene. Other aids have been better advertising, publicity, and public relations, with CinemaScope and "The Robe" given as prime examples.

With the advent of new techniques, the world is again becoming movie-minded and excited about theatre presentations, he said. However, he urged a proper program of research should have a prominent position in the program of the future. Barnett paid tribute to the work done by Chretien and others as well as to the

Skourases and others who have the vision to recognize developments in their proper light

Sponable, director of research and development, 20th-Fox, recalled the background on CinemaScope, and introduced Chretien as "one of the great scientists of all time." The professor explained the workings of his lens, and paid tribute to the 20th-Fox executives for their efforts and for the results they achieved.

Also aboard the dais were Frederic Waller, Cinerama developer, and R. T. Kriebel, Polaroid Corporation.

HOSTS, BOOKS, STATEMENTS: Last week saw the editors and publishers of the trade press as the guests of Paramount Pictures and President Barney Balaban at a luncheon honoring Adolph Zukor, board chairman, on the occasion of the publication of his autobiography, "The Public Is Never Wrong", and the inauguration of the "Adolph Zukor Golden Jubilee Salute", a 14-week sales drive commemorating his 50 years in the business.

Balaban recalled some of Zukor's history in the business and with Paramount, and announced that the company was in good shape. Zukor, who admitted he hasn't read the book as yet, it having been taken from tape recordings and put into readable shape by Dale Kramer, said that the beginning looked quite interesting.

Turning to company matters, Zukor thought that 1953 should see the biggest year in company history if business continues at its present rate and with the aid of the special drive in his honor. He thought that 1953 saw the re-birth of the motion picture and that if we continue along the same lines, 1954 should be even better. With that in mind, he was scheduled to leave for the coast to see what the future holds in the way of product. He summed up his feelings this way: "If I had to do it all over again, I would do it in the same way; maybe using a little better sense."

Balaban, too, felt that the 1954 product looked every bit as formidable as the 1953 releases, and foresaw that his company would have enough film available for all its customers in 1954 to match the number and quality exhibited this year. Even more money will be spent on next year's product, and, in fact, said he, there was no limit on anything next year, depending on what each department could handle. Paramount, said he, is in a position to deliver what the market needs.

Al Schwalberg, president, Paramount Film Distributing Corporation, announced nine pictures for release September through December, and indicated that others would be added shortly to the four months' lineup.

Incidentally, official publication of the book is by G. P. Putnam's Sons. Company executives present in addition to those already mentioned included Paul Raibourn, E. K. O'Shea, Jerry Pickman, Russell Holman, and others, as well as Kramer and Walter Minton, Jr., publisher's advertising director.

TRAVEL DEPARTMENT: Early this week Jack Beresin, International Chief Barker, Variety Clubs International, was scheduled to arrive in London on the first leg of an international trip visiting

tents and inaugurating new ones. Before he left, however, he met the press at a confab, and outlined plans.

He will visit tents in London, Dublin, and Hamburg, he said, and also go to Paris and Rome to meet with French and Italian showmen to discuss formation of new clubs in those cities. Hamburg, incidentally, is having its inaugural dinner with Beresin as guest of honor, and London, too, has set its annual dinner during his visit.

Accompanying him will be C. J. Latta, European representative for the VCI and also Warner top man in London. Latta will go to Hamburg, Paris, and Rome.

It was emphasized that the trip is important since the State Department has recognized the great work the VCI has been doing to help combat Communism in foreign countries.

Also on hand was Jack Chisholm, VCI International Press Guy, in from Canada, where he headquarters.

Beresin is also the ABC Vending Company president, and has made thousands of friends in the country during his two-year term as top man in the VCI ranks.

THE METROPOLITAN SCENE: Industryites are responding in a big way and booking the Variety Club golf tourney on Sept. 29 at the Westchester Country Club. The prizes are numerous and lavish. . . . A live golf display highlighted the opening of "The Caddy" at the Mayfair. . . . Max Weinberg, UA-TV department, sold a piece on Jack Whipple, veteran newsreel cameraman, to Modern Man magazine. The yarn, slated to appear in December, is called "Camera Historian." . . . That's a pretty interesting mailing piece being gotten out by Paramount by Dorothy Kilgallen on Audrey Hepburn and "Roman Holiday." . . . We were looking forward toward making a lot of friends from all parts of the country when COMPO held its two-day meeting here earlier in the week. Many important items were on the agenda.

Coast Men Form Music Unit

HOLLYWOOD—Formation of Music Service, Inc., started to provide producers with the services of a complete music department, was announced last week by Herbert Spencer and Earle Hagen.

The company, occupying offices at 8848 Sunset Boulevard, Beverly Hills, Cal., is a California corporation and will do business under the trade name, M. S. I. Spencer and Hagen held posts as music arrangers at 20th-Fox for 17 years and seven years, respectively. M. S. I. offers production units and individual personalities in motion pictures, television, and radio, as well as stage acts, the full line of cleffing services, including composition, arranging, orchestration, conducting, copying, and music reproduction. They appointed Al Fisher, for 14 years business manager, 20th-Fox music department, as production manager. The Clifford Gill Agency has been signed to handle public relations.

Chicago Suit Settled

CHICAGO—The \$600,000 anti-trust suit of Theatre Operating Company's Grand against the leading film companies, B and K, and Warner Theatres was settled out of court last week.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Nevada: First firing of atomic cannon. Newport, R. I.: Senator Kennedy weds. Atlantic City, N. J.: "Miss America" crowned.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 76) Denver: President Eisenhower welcomes son home. England: Jet air might. Asbury Park, N. J.: "Mrs. America" crowned. New York City: Dodgers-Yanks win pennants.

NEWS OF THE DAY (Vol. XXV, No. 206) Korea: Chinese POW's refuse to go home. Malaya: Chief of Naning tribe inducted at Malacca. Chicago: Truman and Stevenson join Democrats in planning comeback strategy. Denver: President Eisenhower welcomes son home. Asbury Park, N. J.: "Mrs. America" crowned. New York City: Dodgers-Yanks win pennants. Isle Of Man: Motorcycle Grand Prix.

PARAMOUNT NEWS (No. 9) Chicago: Truman and Stevenson join Democrats in planning comeback strategy. Asbury Park, N. J.: "Mrs. America" crowned. New York City: Dodgers-Yanks win pennants.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 500) California: New air-sea rescue technique. France: National parachutists. Kansas: Toy train for school tots. Pendleton, Ore.: Rodeo. New Hampshire: Motorcycle hill-climbing championships. France: President's Cup race.

WARNER PATHE NEWS (Vol. 25, No. 11) Chicago: Truman and Stevenson join Democrats in planning comeback strategy. Korea: Chinese POW's refuse to go home. Denver: President Eisenhower welcomes son home. Morocco: Assassin slain attacking Sultan. Canada: Dogs have their day.

TELENEWS DIGEST (Vol. 7, No. 38-A) Chicago: Truman and Stevenson join Democrats in planning comeback strategy. Korea: Chinese POW's refuse to go home. Holland: Dike repairs near completion. Atlantic City, N. J.: "Miss America" crowned. Asbury Park, N. J.: "Mrs. America" crowned. Canada: Lumsden takes 10-mile swimming race.

IN ALL FIVE:

Korea: General Dean freed.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 75) Colorado: Vacationing President Eisenhower. Muroc, Cal.: Navy plane set record. New York City: 1953 "Harvest Moon" ball. Forest Hills, N. Y.: Tennis championships.

NEWS OF THE DAY (Vol. XXV, No. 205) Germany: Pro-West Adenauer wins election. Scotland: Queen Elizabeth attends highland games. France: Roller derby startles France. Hollywood: Movie stars shine at MGM's "See For Yourself" show. Forest Hills, N. Y.: Tennis championships.

PARAMOUNT NEWS (No. 8) Washington, D. C.: Final tribute to General Wainwright and Chief Justice Vinson. Germany: Pro-West Adenauer wins election. New York City: 1953 "Harvest Moon" ball. England: Florence Chadwick breaks English Channel record. Forest Hills, N. Y.: Tennis championships.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 499) Germany: Pro-West Aden-

3-D Versions Being Released in 2-D

NEW YORK—The trend to sell 2-D versions of 3-D films has already started, it became known last week.

Paramount has started the sale of its 3-D "Sangaree" for 2-D presentation.

Warners plans single print release of "House Of Wax." RKO eventually plans to release "Second Chance" for standard projection.

The International Scene

(Continued from page 14)

Italy

In Venice, a six-man, all Italian jury voted Lilli Palmer's performance in "The Four Poster" the best by an actress in the 14th Annual International Film Festival. The jury declined to award a first prize, the Golden Lion of St. Mark, for the best of 29 feature films entered. Six pictures tied for second, the Silver Lion, with awards going to the directors. Recipients were John Houston, for "Moulin Rouge"; Ray Ashley, Morris Engel, and Ruth Orkin, for "Little Fugitive"; Jenji Mizougouchi, for "Ugetsu Monogatari"; Federico Fellini, for "Vitelloni"; Marcel Carne, for "Therese Raquin," and Alexandre Ptuscko, for "Sadko." Samuel Fuller won a Bronze Lion for "Pickup On South Street."

Gross boxoffice receipts for motion picture attendance in Italy reached an all-time high of \$120,800,000 in 1952, according to figures furnished to Italian Films Export by the General Italian Association of Entertainment. The figure for last year represents an increase of more than 500 per cent over the figures for 1946.

auer wins election. San Francisco: Nisei hero of Korea comes home. New York: Paraplegics and other hospital vets at play. France: New fighter interceptor launched. Muroc, Cal.: Navy plane sets record. Utah: Speed trials on Bonneville Salt Flats. Canada: Water ski champs at Toronto.

WARNER PATHE NEWS (Vol. 25, No. 10) Washington, D. C.: Final tribute to Chief Justice Vinson. Germany: Pro-West Adenauer wins election. Dayton, O.: National air show. Atlantic City, N. J.: "Miss America" contest. Forest Hills, N. Y.: Tennis championships.

TELENEWS DIGEST (Vol. 7, No. 37-B) Germany: Pro-West Adenauer wins election. Detroit, Mich.: Truman blasts administration. Yugoslavia: Tito and wife at diplomatic reception. Washington, D. C.: Crown Prince of Japan. New Mexico: A-bomb site shown to public. California: Music, music everywhere. Dayton, O.: National air show. England: British jet sets new speed mark. France: Parachute jumping contest won by woman.

NATIONAL BOARD OF REVIEW

Sept. 5, 1953

STARRED SELECTED FEATURE: "The Beggar's Opera" (WB); SELECTED FEATURE: "Terror On A Train" (MGM).

England

J. Arthur Rank announced in London, a profit for the first time in film production in his annual report for 1952-53. He also reported on the profit of the company's distribution organization. At the same time, he attacked the Conservative government, saying the entertainments tax was slowly strangling the industry. The Rank group, largest combine in Great Britain, reported a net profit of 4,738,000 pounds (\$13,266,000) last year after paying entertainment taxes of over 11,000,000 pounds (\$30,800,000). The net profit on film making was 352,760 pounds (\$987,728), the first time the firm has made a profit on its own films.

Japan

In Tokyo, Edward Ugast, 20th-Fox Far East managing director, and W. W. Sullivan, 20th-Fox Tokyo manager, announced completion of agreements under which CinemaScope components will be manufactured in Japan. Anamorphic lenses will be turned out by the Nippon Optical Company, and a local manufacturer will turn out the Miracle Mirror screens.

Australia

In Sydney, Percy Dive retired as secretary to Greater Union Theatres after 43 years of service. At a function in his honor, Dive paid tribute to Norman B. Rydge, managing director since 1938.

Blaze Damages N. O. Exchanges

NEW ORLEANS—The ground floor of the Motion Picture Building, which houses the Republic and Columbia inspection and shipping departments and Lippert offices, was shattered by an explosion last week. The blast knocked out two walls in the building, shattered glass doors, and exploded a pipe in the building's sprinkler system, covering the entire first floor with four inches of water.

Fire Chief Patrick Burke stated that the blast occurred in a Republic storeroom. Damage to the building was estimated at \$12,000, but exchange damage was undetermined as scores of reels of film were destroyed or rendered useless. The second and third floors, housing MGM and Republic and Columbia offices, were unscratched.

New Jersey Theatre Sues

CAMDEN, N. J.—The Crescent Theatre Company, operating the Crescent, West Collingswood, N. J., last week filed an anti-trust suit in U. S. District Court, Philadelphia, against RKO, 20th-Fox, and Columbia, alleging discrimination in a seven-day clearance in favor of the Century, Audubon, N. J. Damages of \$75,000 up to the present time are claimed.

Lux Loses Buffalo Contest

BUFFALO—Elmer Lux, Elmart Theatres head and president, Common Council, was defeated for the Democratic mayoralty nomination, receiving 2384 votes less than the victor in a three-way battle.

The possibility of a recount remained, and there was also a report that Lux might run as an independent.

CANDYDLY SPEAKING

REPORTS from Chicago, site of the forthcoming TOA convention, combined with the TESMA-TEDA trade show, indicate that the Conrad Hilton Hotel will be a beehive of activity Nov. 1 to 5, particularly from the theatre equipment point of view.

AS FAST as the 144 booths were offered, they were gobbled up by equipment dealers and other suppliers of exhibitor needs, all anxious to show their wares. Interest of exhibitors in the new projection techniques and other recent equipment developments guarantees a record throng at the convention, and yet a closer look at the booth alignment reveals that 3-D and wide-screen innovations, important though they may be, will not monopolize convention interest.

OF THE 144 booths on the floor, 52½ will be devoted exclusively to candy companies or similar concessions concerns. Of the 101 accounts represented, 40 will cater to the theatremen's concession needs. This large percentage makes it clear that the extra profits derived from the phenomenal growth of theatre concession operations in the past few years still occupy a sizable share of exhibitor interest in the upcoming convention. Exhibitors will be able to examine the latest developments in the concession equipment field, meet the men responsible for these developments, and acquaint the manufacturers of these items with their individual problems and needs.

NO MATTER how successful is a theatre's concession business, it can be improved. This combined convention and trade show offers each exhibitor an opportunity to see new developments as fast as they have been perfected, and promises great benefits to theatremen and manufacturer alike. The record throng expected to flock to the Windy City are looking forward to improving their extra profits returns in as impressive a ratio as when they enlarge their screens.

This display, recently set at Loew's State, Norfolk, Va., by Mrs. Helen Davis, manager for the Berlo Vending Company, shows the top merchandising being done by Berlo concessionaires, and also aids the Will Rogers Memorial Hospital drive.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



An illustration showing a hand in a white sleeve pouring a stream of coins from an open cardboard box into another hand held open below. The coins are depicted as simple circles with outlines, falling from the box into the cupped hand. The background is plain white.

Feature Presentation

A red circular graphic containing the text 'SELL Coca-Cola REG. U.S. PAT. OFF. In your theatre'. The word 'Coca-Cola' is in its signature script font, while 'SELL' and 'In your theatre' are in a bold, sans-serif font.

SELL
Coca-Cola
REG. U.S. PAT. OFF.
**In your
theatre**

When the new vending equipment to sell Coca-Cola in your house presents you with first profits . . . the occasion will be a feature of your life as a house operator. Then you'll know why theater owners all over the country have been wearing those pleased smiles. You see . . . people everywhere like delicious Coca-Cola. When you make it possible for them to enjoy Coke in your house, you pocket the profit. There's a wide choice of vending equipment available. For the money-making details, contact: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

The Record Proves The Profits

By Lee Koken

I HAVE BEEN ASKED to talk to you about theatre concessions, with emphasis on popcorn and especially buttered popcorn. My talk is based upon my experience as head of the vending and concession operations in the RKO Theatres.

TO MY RECOLLECTION, Fox-Wisconsin pioneered in buttered popcorn as we know it today. I believe RKO was one of the first national circuits to follow, especially in the out-of-town group. At first, we started selling buttered popcorn in cardboard boxes at 20 cents per unit sale. In 1950, only 17 out of a total of 52 operating theatres sold buttered corn. The five theatres that did not sell buttered corn are all located in Trenton, N. J., and the reason for this is that local regulations prohibit us from using a heating element. Eliminating Trenton, this would give us 100 per cent coverage for our out-of-town theatres.

IN THE SPRING of 1952, we started changing over from 20 cent cardboard boxes for the sale of buttered corn to the use of 25 cent waxed cups, making some of these changes as late as December. With the exception of Trenton, all of our out-of-town theatres are now selling 25 cent buttered corn in waxed cups with the exception of Lowell, Mass.; Champaign, Ill., and four towns in Iowa. We hope to change these over this year.

WE HAVE FOUND from experience that the best way to sell buttered popcorn and give the public a quality product is to sell it in a waxed cup, and here is why. Selling it at 20 cents one can only afford to give the patron two servings of hot melted butter, or a total of 12 to 14 cc's of butter. Furthermore, with folded cardboard boxes, there is a dripping problem. When a customer gets butter on his clothes, one has a tough time making a resale to that person later on. Then, too, about half the butter sprayed over the popcorn is absorbed by the box, so the patron ends up with more dry kernels of regular corn than buttered corn, although he or she is paying for buttered corn. This will not build sales. With waxed cups at 25 cents, the customers receive three servings of pure, hot, melted butter, or a total of 18 cc's. Although this is only one more serving, three times as much butter gets over all the corn, be-

cause none is absorbed by the cup, as is the case with the cardboard box.

THE CUSTOMERS are getting quality, and everyone here knows that quality will build sales. The cups have their other good points, too—no dripping on the patron's lap, making for future resales; no folding, saving valuable time for the sales personnel who can devote this saved time to selling popcorn and other commodities, and no counting. They come 50 to the tube or box.

THEN, TOO, sales personnel will prefer to sell buttered popcorn in these waxed containers. They will become aggressive sales people in spite of themselves.

TO DO THE JOB RIGHT, going in for a complete selling and display campaign, both verbal and visual, has paid dividends. We have eliminated all plain popcorn displays, and have concentrated exclusively on the 25 cent buttered corn displays. Of course, regular corn in the poppers or warmers or pre-bagged and pre-boxed is seen by the public. What I am referring to are shadow box displays and other display cards, material, and accessories.

ANOTHER TRICK in merchandising popcorn for greater results in revenue has been our approach to the 10-cent and 15-cent sizes and the bags versus boxes for the sale of regular popcorn.

We accomplished the following:

In areas where we were only selling the 10-cent bag, we added a 15-cent box with sales emphasis on the 15-cent box. In areas where we were selling a 10-cent box plus a 15-cent box, we changed the 10-cent size from a box to a bag, but retained the 15-cent box. For obvious reasons, the sales personnel preferred to sell the box, and the patrons preferred the box for easy handling. The result was an increase in revenue.

To cite just a few concrete examples:

During an average week in one of our Boston theatres, before the change, we would have 600 10-cent sales, 1100 15-cent sales, and 750 butter sales.

After the change, it ran something like this: 1800 15-cent sales and 2100 butter sales at 25 cents each.

Here you will notice that 10-cent sales were eliminated entirely.

In Detroit, before the change, there were 1170 10-cent sales in an average week, only 115 15-cent sales, and 800 butter sales in boxes.

After the change there were only 100 10-cent sales, 1200 15-cent sales, and butter in cups soared to 1600.

In fact, in some theatres and some cities, the 10-cent sales dropped off so much, and were replaced by an equal amount of 15-cent sales that we discontinued the 10-cent sales altogether.

These cities are Boston, Chicago, Cincinnati, Dayton, O., Columbus, O., Cleveland, Denver, Kansas City, Los Angeles, and others. In New York, they are the Albee, Brooklyn, and the 58th Street, New York, with more to follow.

Of course, with special kids' attractions, we sell the 10-cent bags, but we don't push them.

With the accent on the 15-cent size of plain popcorn instead of 10-cent corn, we helped the sale of 25-cent buttered popcorn because we narrowed down the difference in price. There now was only a 10-cent difference between the now popular priced 15-cent box of plain corn and buttered corn, as against a 15-cent difference before when the 10-cent sales were the larger. In some places where we were selling a 25-cent box of plain corn,

(Continued on page EP-8)

EXTRA PROFITS

Vol. 8, No. 7

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EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendible items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Joy Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, Calif.

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When the National Association of Popcorn Manufacturers held a regional conference in New York City, this address by Lee Koken, vending and concessions head, RKO Theatres, proved a highlight. Koken came to his post with considerable experience, and has long been included among the trade leaders.

Candy Merchandising In Theatres

In his address before the National Confectioners Association in New York City not long before his untimely death, Leon J. Levenson, American Theatres Corporation, outlined progress in his field, and also made a bid for special manufacturer support.

IN ORDER to stay within the time allotted to me to discuss merchandising of candy in theatres, I shall limit my remarks to the sale of candy bars in the conventional moving picture theatre, for it is in the low-price bar field that almost 100 per cent of the candy sales are made in the average theatre. I shall first discuss the contribution of the theatres to the candy industry; second, the merchandising problems that are peculiar to the theatre industry, and third, how the candy manufacturers can help the sale of candy in the theatres.

In its broadcast sense, merchandising means doing something more than merely making a product available. It means helping to bring potential purchasers to the product or the product to the potential purchaser and then stimulating the desire to buy. It is through distribution and the various media of advertising that the product and the potential customer are brought together, but it is at the point-of-purchase that the impulse to buy an item such as a candy bar is converted to a sale.

THE THEATRE INDUSTRY was neither the first nor the last of the groups represented here to enter the field of candy merchandising, but it must be admitted that it was the theatre operator who first glamorized the candy bar. Around 1935, theatre owners began to drag the old candy showcases out of the dark corners in the lobbies where they had been reposing, almost daring people to find them and make a purchase, and the old type candy machines were also given their walking papers. With them, you never knew what you were going to get for your nickel, or how many.

More than once I covered the display windows in these machines with a sign that read, "See What You Get For A Nickel." The sales picked up. That was good merchandising because it added the element of chance to stimulate the impulse to buy.

HAVING THROWN OUT the old candy stand and machines, the theatre owners set about to glamorize the candy bar. They made large investments in beautiful stands that were set in the most conspicuous locations in the lobbies. They used the most modern lighting effects, and added the best-looking attendants. They did everything possible to attract the patron to the candy stand. That was good merchandising. It introduced many adults to the candy bar, and recultivated the candy-eating habit of many who had long since stopped going to the corner candy store. What is very important to the manufacturers, all sales made in the the-

atres are in single units and for immediate consumption.

ANOTHER TREND was started at this time in the theatres, and that was to sell quality candy. It just wouldn't do to have first-class stands and sell second-class merchandise, especially where the theatre owner was out to make regular weekly candy customers out of regular weekly theatre patrons. The building of repeat sales is a goal of good merchandising, and you cannot expect repeat sales unless you have satisfied consumers, and to satisfy consumers you must offer value through quality items. The consumer with five or 10 cents to spend is just as much a shopper for value as the one with \$5 or \$10.

The addition of the elements of glamor and quality to the sale of candy in theatres within a very few years built up a volume that represented over 25 per cent of all the bars sold through all the retail outlets in the country.

THEN THE theatre industry a few years ago was hit by the advent of television. This ability to bring entertainment into the homes by the turn of a knob broke the moving-going habit of millions of people, and because of the direct relationship that exists between attendance and purchases, our sales faced a corresponding drop. The bar manufacturer also suffered because millions of consumers were being kept from the point-of-purchase. Since our potential inside the theatre is restricted to the patrons who have paid an admission, most of us were presented with the merchandising problem of how to keep up the gross with fewer

(Among the members of the TOA concessions committee present at the meeting with manufacturers were: Manning Stern, Bijou Amusement Corporation, Nashville, Tenn.; James Loeb, Walter Reade Theatres, New York; James Hoover, Martin Theatres, Georgia; George Larison, Skouras Theatres, New York; Herb Hahn, AB-PT, New York; Harold Newman, Century Theatres; J. J. Fitzgibbons, Jr., Theatre Confectioners Limited, Toronto, Canada, and Van Myers, Wometco Theatres, Miami, Fla. Manufacturers on hand were: H. A. Hoagland, Peter Paul, Inc.; Walter O'Keefe and Andrew Heide, H. Heide Company; Fred Magenheimer, Mason Au Magenheimer; Harry Chapman, New England Confectionery Company; Sam Rich, Sweets Company of America; William Melody and Arthur Schrier, E. J. Brock and Son, and Phil Gott, NCA president.)

potential consumers. Steps could be taken in two directions: first, to attract to the stand a larger percentage of those who were inside the theatre, and, secondly, to make a larger unit sale to those who were buying. The first was accomplished by adding to the appeal of the candy stand wherever possible and by the judicious use of impulse-exciting trailers and short intermissions. The second was achieved by making available higher priced items, particularly in attempting to convert as many five cent sales to 10 cent sales as was possible. This was done in most theatres by reducing the number of five cent items carried and increasing the number of 10 cent items, and in the larger houses by attempting to sell 15 cent and 25 cent candies.

THERE ARE certain factors that affect the merchandising of candy in theatres and raise problems that do not exist in the other types of retail outlets represented here:

1. As already mentioned, our potential customers are those who have bought tickets, and there is very little that can be done at the candy stand that will increase the attendance.

2. Sales are made in a very short period of time, with almost all of them squeezed into a 20-minute period before the performance starts or a five-minute intermission. This leads to the conclusion that the most sales can be made by displaying a limited number of fast-moving items. Standard advertised brands have the quickest acceptance. Duplicate items must be held down to a minimum. Arbitrarily, I should say that about 50 items are sufficient for most theatres, and that will allow a variety great enough to appeal to all tastes.

3. A third factor that enters into theatre candy merchandising is that we make sales to a far greater percentage of our potential customers than any other type of retail outlet. While the children are almost 100 per cent customers, the adults aren't far behind. Movies and candy seem to go together like bread and butter.

4. A fourth factor is that while other retail outlets have monthly, quarterly, or even semi-annual inventories, the theatres operate, in the main, under a weekly inventory control system. This fact adds to the importance of keeping down the number of items handled.

IN THE LIGHT of the aforementioned problems that are peculiar to theatre candy merchandising, what can the manufacturer do to help us increase the sale of his products?

1. Before bringing out new items, he might consider how it will be accepted
(Continued on page EP-6)

Liquid Assets... INSURED!

THRU THE
SELF-SERVICE
CHOICE OF
MILLIONS!



Let This Label,
Label You

Consistent National Advertising
Assures Consumer Appreciation For-



ORDER TODAY A local Canada Dry Representative is ready to serve you

Candy Merchandising

(Continued from page EP-4)

by the theatre trade. Wherever possible, we prefer a cello window box. The candy item in a box can be most easily stacked, most speedily sold, and most conveniently stored and inventoried. The cellophane bag is probably the worst item to handle as far as theatres are concerned. In addition to not meeting any of the requirements conducive to quick selling, it has added disadvantage of being doubly disturbing. Its crackling disturbs the patron sitting next to the consumer, usually at the most inopportune time, and it also embarrasses the consumer, who is conscious of the fact that he is disturbing the patron next to him.

2. The National Confectioners Association can further help us by achieving some sort of uniformity of box count. There are at the present time 14 different box counts, all the way from 12 to 200, that we have to cope with in the five and 10 cent field alone. This complicates every step through which the box travels between the manufacturer and the retailer, that is, buying, storing, selling, billing, ordering, and inventorying. We appreciate the advantage of price differentials that can be made and passed on because of savings in packing and are grateful for them, but, if we were asked to standardize on one count, I think most of the theatres would agree with me that anything over 60 count begins to become unwieldy for our purposes. In the interest of selling fresh candy, most of us have a weekly delivery system, and the average theatre can best handle about 60 units of any individual item. If there were no

difference in price, I venture to say that most theatres would order in 60-count units.

3. The manufacturer can help us by not only continuing, but increasing the variety of 10 cent bars, but they must be of good quality and full value, not merely a five cent bar to sell for 10 cents.

4. The candy manufacturer can further help us by supplying appropriate and practical sales aids that can be used at the point-of-purchase, the candy stand. This includes various kinds of neat signs that can be displayed to stimulate the impulse to buy. Signs that merely use the word "candy" in the copy, without referring to any particular kind, are sales stimulators. We have developed a series of these for our own theatres. The candy industry could probably do a much better job, and could also include decorations to be used for holiday seasons with greetings from the candy industry.

5. I know of no surer way to increase the sale of candy bars than by increasing the attendance in motion picture theatres. Our potential increase in attendance is probably 100 per cent, and any amount that it is increased will reflect itself in candy sales because of the direct relationship between attendance and sales. With new techniques in movie-making being developed almost daily, we feel the theatre industry is on the threshold of rejuvenation. It seems the candy industry should be vitally interested in this, and should want to help accelerate the return of the movie-going habit.

I HAVE in mind nothing more than the mention of movies in general in your radio, television, magazine, and newspaper advertising programs. I think the psychological effect of having people throughout the country hear the word "movies" continually will be advantageous to both the theatre industry and the candy industry, even if it is only the line "Have you been to the movies lately?", or "The next time you go to your favorite movie, buy your favorite candy bar for further enjoyment."

Here is a cooperative merchandising effort at no extra expense to the candy industry. A very few companies are now doing this. We hope many more manufacturers will join in.

If the members of the National Confectioners Association will get all their friends to go to the movies, we will take care of selling them candy.

Big Theatre Interest In Chicago Meeting

CHICAGO—Many theatremen are expected to be present at the annual Popcorn Industries Convention and Exhibition on Oct. 11-14 at the Conrad Hilton Hotel, especially since a major portion of the program will be devoted to discussions of problems affecting theatres and drive-ins.

Bert Nathan is program chairman of the theatre and/or concessions operators sessions.

The complete program follows:
OCT. 12

9:30 a.m.—

Formation of International Popcorn Association serving theatre and/or concession operators and other segments of the popcorn industry.

2 p.m.—

Popcorn outlook for the coming year. What have we to look forward to in oil prices?

Popcorn plant operation.

Pre-popped popcorn versus popping on location.

Butter corn and what it means.

Bags versus boxes.

Election of two directors to represent theatre and concession industry on the board of directors of the International Popcorn Association.

OCT. 13

9:30 a.m.—

What to do to increase popcorn sales. Is candy the backbone of our concession business?

Proper merchandising of candy and popcorn.

Is the trend to higher prices of candy helping the concession business?

How can candy manufacturers increase candy sales?

2 p.m.—

How can our ice cream sales be improved?

Coin-operated versus manually-operated drink machines.

Are we getting the most out of our drink machines?

Are we looking for trouble in trying to sell hot dogs in indoor theatre lobbies?

What are theatre concessions in Canada doing?

OCT. 14

9:30 a.m.—

Concession is big business in drive-ins. Getting the most out of your drive-in concessions.

What type of equipment and supplies are you using in your drive-in concessions?

Proper concession stand lay-out essential to drive-ins.

Concession-refreshment trailers.

Restaurant knowledge helps in drive-ins.

2 p.m.—

What's new in popcorn equipment?

New ideas to promote vending in theatres.

What's new in vending equipment?

Premiums will help your concession sales.

What IPA can do to help concession operators.

Overall summary of popcorn, candy, ice cream, soft drinks, and drive-in operation.

Open floor discussion—questions.

your

 best
 buy
 in
 popcorn
 seasoning

new

Seazo
 coconut oil

butterlike flavor
 and color



C. F. Simonin's Sons, Inc.
 Philadelphia 34, Pa.



The Dixie Cup Company, Easton, Pa., recently placed on the market this new "Snow-Boy" design cup to serve "Sno-Balls" and "Sno-Cones."

It's always



when folks go to the movies... Make your lobby a profit center with

PEPSI-COLA.

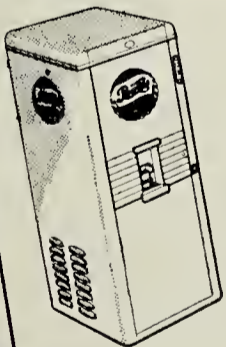
Good business, like good showmanship, is a matter of keeping a sharp eye on the trend of public taste.

And it doesn't take more than half an eye to see that Pepsi-Cola is America's fastest-growing cola drink. The evidence is everywhere.

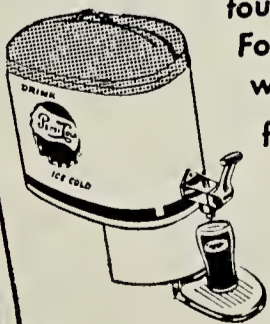
So, because it's good showmanship to feature Pepsi, it's good business, too—as proved by the profit records of many top exhibitors, now offering Pepsi-Cola exclusively! Make *your* refreshment center a *real* profit center with Pepsi.



Feature Pepsi in ice-cold 8-ounce bottles...



... or from a coin-operated cup vendor ...



... or a modern fountain dispenser. For information on which way is best for you, write National Sales Department, Pepsi-Cola Company, 3 West 57th Street, N. Y. C. 19, N. Y.

The Light Refreshment
for Heavy Traffic

PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters

Coldisplay Unit From Supurdisplay

MILWAUKEE—Supurdisplay, after two years of research and development, recently announced the Coldisplay ice cream merchandiser, field tested throughout the country with results conclusively proving that ice cream sales can equal or exceed candy if ice cream is properly merchandized and displayed.

Coldisplay takes ice cream "out of hiding", places it on display, and speeds service it is claimed. It is the first ice cream merchandiser specifically tailored to the theatres' needs, and has several features that make it especially effective, it is said. Coldisplay's salesmanship has increased ice cream sales from 100 to 500 per cent in actual tests throughout the country, the company says.

Coldisplay features "supervised self service". While the attendant is able to serve from the rear, the customer may also serve himself. Supervised self service in trial has greatly stimulated sales since most theatregoers are accustomed to self service, which has been so successfully popularized by chain stores.

At first, management of the testing theatres were skeptical of self service because of anticipated pilferage, but actual pilferage proved negligible, less than one per cent, it is stated.

Another thing that has impressed testing theatres is that ice cream is a very simple item to handle. With ice cream, one handles only three or four times of inventory with daily dairy service.

Coldisplay takes very little space, only three feet, although it has a large capacity of \$90 to \$100 of ice cream. Good lighting and multiple angled mirrors further magnify the display. It has been constructed under the supervision of Kelvinator, and is strongly built. The outer finish is of durable baked enamel grained to simulate light mahogany, and is trimmed with stainless steel.

While Coldisplay has its own personality to attract sales, its basically good design and finish compliments its grouping with other equipment. It can be used with any type of refreshment stand.

Dairies are reported enthusiastic about Coldisplay's value to theatre ice cream sales.

Supurdisplay has established a dairy theatre cooperative plan for the purchase of Coldisplay on a rental, loan, or time service plan.

The Record

(Continued from page EP-3)

we discontinued it in competition to the 25-cent butter corn.

You will notice we use all three types of popcorn containers. There has been a lot of controversy about the bag versus the box, etc., but we find that each has its own individual purpose. We have made a scientific study of this. We have harnessed the bag, the box, and the cup, not just to be used as a container to hold popcorn, but to serve as a means to get the best gross dollar results in overall popcorn sales.

All of these changes or innovations increased our gross sales cents per person performance. In our out-of-town group of theatres, 27 out of 52 almost consistently run five cents per person weekly on popcorn alone, with quite a few hitting as high as seven cents, eight cents, and even eight and six-tenths cents per per-



Harry V. Scott, Atlanta, former sales promotion manager, Brock Candy Company, Chattanooga, Tenn., was recently named a vice-president. He will continue to head the sales promotion division.

son. Taking into consideration highs and lows that every theatre encounters, the weekly average cents per person for the last six months of 1952 against the same six-month period for 1951 were: In Boston, for example, an average jump from .0259 to .0537; in Los Angeles, from .0205 to .0419; in Cleveland, from .0450 to .0649, and in New Brunswick, N. J., from .0351 to six cents even.

IN NEW YORK CITY, where we just started selling butter corn this last fall, we have also increased our cents per person performance, not as great as out-of-town, but we feel that with more and more theatres adding buttered popcorn in waxed cups at 25 cents per unit sale public acceptance will grow.

We now have 15 out of 36 local theatres selling buttered popcorn, and, as soon as equipment arrives, we will install it in 14 more local theatres.

To give you an idea of what buttered corn has meant locally, I would like to cite two examples. Flushing increased from an average cents per person of .014 to .023, and White Plains, N. Y., from .016 to .025.

In presenting this explanation on how we increased popcorn grosses with the resulting increase in profits, I have given you a lot of proven facts and figures.

The inauguration of the aforementioned sales techniques and the changes over from 20-cent boxes of butter corn to 25-cent cups produced the following overall results.

In 1952, we operated 52 out-of-town theatres against 55 in 1951. In spite of three less theatres, and, mind you, in Chicago where we lost a huge grossing house and with a decrease in attendance, the popcorn gross for 1952 was increased by 29 per cent.

Here in New York, where we just started the buttered popcorn invasion, the popcorn gross was increased by seven per cent in spite of the loss of two theatres and a slight decrease in overall attendance.

I FIRMLY BELIEVE, based upon our experience and the hard, proven facts and figures which have been presented that the more theatres that sell buttered popcorn, and sell it in a waxed cup, which gives the customers a quality product, the more public acceptance there will be of the product, and the more public acceptance, the more the sales.

It's pure peanut oil!



**gives corn
true
butterlike
flavor!**

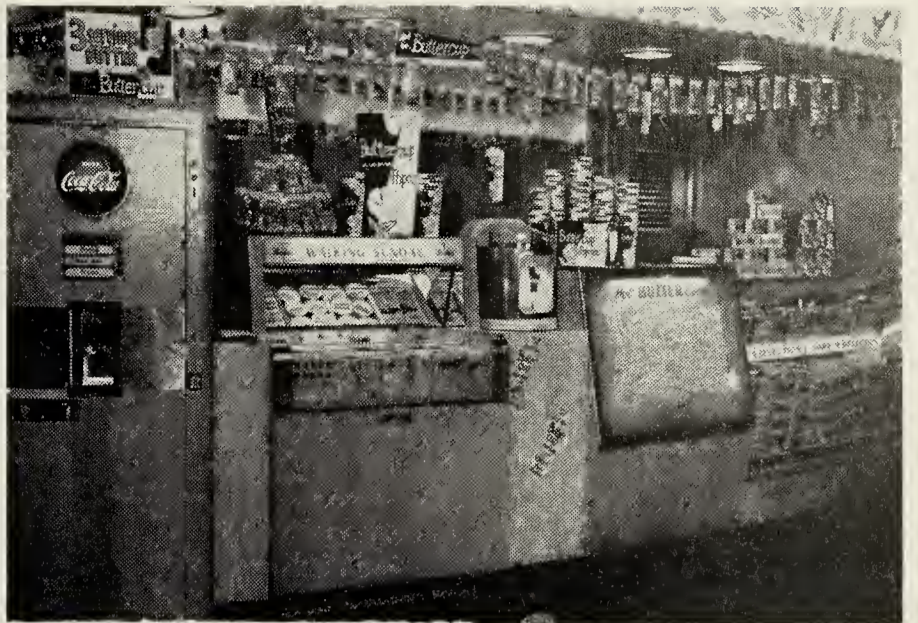
**THAT MEANS
SALES!**



C. F. Simonin's Sons Inc.
Phila. 34, Pa.



Here are two views of the Coldisplay ice cream merchandiser in theatres.



The equipment is a product of Supurdisplay specialty division, Milwaukee.

Rollers Help Sales

NEW YORK—Surveys conducted by J. J. Connolly, Inc., manufacturer of Connolly Roller Grill, have shown that the constant motion of frankfurters rolling back and forth on the gleaming stainless steel rollers of the grill have an eye appeal which spurs the impulse buying and sales far greater than those obtained via flat grill operation. To maintain this eye appeal and at the same time avoid waste due to too much heating during slack periods, the company has developed a "no waste" switch which enables the operator to keep some rollers hot and run the others cold, thereby keeping a sufficient quantity of franks available for immediate sales and at the same time leaving the motion of the rollers undisturbed.

Brach Using Stars

CHICAGO—Brach's Candies have tied in some of Hollywood's stars in a national advertising program, it was announced recently. The company has put out a colorful promotional folder featuring sample advertisements with such actresses as Rita Hayworth, Rhonda Fleming, Ginger Rogers, Lana Turner, Jane Russell, and Ava Gardner.



J. J. Connolly, Inc., New York, recently developed a "no waste" switch for use with the Connolly Roller Grill, enabling the operator to keep some rollers hot and run others cold, keeping a sufficient quantity of frankfurters available during slack periods, and at the same time leaving the attention-catching rotation of the stainless steel rollers undisturbed. This eliminates waste due to excessive heating, it is claimed.

Nestlé's—
WINNING MORE FANS
DAY AFTER DAY!



Famous Nestlé's Crunch, Milk and Almond Bars. Every one a big favorite—Every one with a big following!



Available in both 5¢ and 10¢ sizes, packed 100 bars per case.

See your Nestlé representative or write for more details

THE NESTLÉ COMPANY, INC., 2 WILLIAM STREET, WHITE PLAINS, N. Y.

Dr. Pepper Claims Big Sales Increase

DALLAS—According to a report from the Dr. Pepper Company, initial installations of the new single-drink cup vendor are proving the company's contention that the machine meets the industry's need for supplementary coverage without heavy capital investment. According to Mack Browder, Dr. Pepper vending department manager, the unit is "fulfilling its role as a profit-making vendor for heretofore untouched smaller locations."

First introduced in April, the 250-drink machine requires no down payment by installment buyers. Browder said that one of the first operators to place the Dr. Pepper cup vendor as a supplement to existing larger units in a large industrial plant was South East Services, Inc., Chattanooga, Tenn. Taking four of the compact, manually operated Dr. Pepper units, President J. H. Dych set them up to supplement 30 three-flavor machines at the Volunteer Ordnance Works in nearby Tyber.

According to Dych, his gross income increased approximately \$20 per day, with the total daily drink volume increasing by 500.

"This is a tremendous increase," he said. "My usual daily average for one-drink units is 75. With the new Dr. Pepper machines I've been averaging 125 drinks per day." He said the Dr. Pepper vendor was "the answer to my problem of operating profitably in marginal locations where volume is not high enough to justify use of multiple machines."

Pointing to the increased market opened up to him by the machine, Dych said there are "at least 10 times as many marginal locations, where a good profit can be made, than there are heavy-volume locations."

Dych added that one reason the machines are so popular at the ordnance works is that Dr. Pepper is delivered

Scott Upped By Brock

CHATTANOOGA, TENN.—W. E. Brock, Jr., president, Brock Candy Company, recently announced the promotion of Harry V. Scott, Atlanta, to a vice-presidency of the firm. Scott, formerly sales promotion manager, will continue to head that division from offices in Atlanta. A native of Chattanooga, he received his education in Atlanta schools, and has been with the Brock company since 1937, serving as a sales representative in Raleigh, N. C., Danville, Va., and Richmond, Va., and other southern cities before going to Atlanta as sales promotion manager in 1950.

Scott has been active in the work of the Southern Wholesale Confectioners Association and the Southern Salesmen's Candy Club. He is married and the father of two children.

Other vice-presidents of the Brock Candy Company are Richard A. Brock, executive vice-president; W. B. Riley, vice-president in charge of sales; Allen K. Jordan, vice-president in charge of purchasing, and E. L. Brooking, vice-president in charge of syndicate sales.

consistently at a temperature of 34 degrees. "Our service man has checked constantly with a thermometer, and, regardless of the pull on the machine, the temperature has been consistent," he reported.

As a direct result of samples from the single-drink unit, employees have requested Dych to put Dr. Pepper syrup in his multiple machines at the plant, he said. This is now being done.

Another operator who has experienced immediate success with the Dr. Pepper machine in small locations is J. E. Ford, owner, Anniston Vending Company in Anniston, Ala.

With six machines, Ford said his total volume increased 15 per cent within two months. He has them on location in filling stations, news stands, and campus snack shops.

FOR FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE PLEASE CHECK

- CANADA DRY GINGER ALE, INC.
Soft Drinks
- THE COCA-COLA COMPANY
Soft Drinks
- DAIRY SERVICE CO.
Butter Server
- THE NESTLE CANDY CO., INC.
Chocolate Candy
- PEPSI-COLA CO.
Soft Drinks
- C. F. SIMONIN'S SONS, INC.
Popsi: Plus Popcorn Popping Oils
Seazo Popcorn Seasoning

WITHOUT CHARGE OR OBLIGATION
PLEASE SEND ME ADDITIONAL INFORMATION ON ABOVE CHECKED ITEMS.

NAME
THEATRE.....
ADDRESS.....
CITY, STATE.....

RETURN TO
EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

Salt Lake Snack-Bar Is Unique

Service Theatre Supply Company Makes Good Use Of Every Possible Modern Feature

THE SERVICE THEATRE SUPPLY COMPANY, Salt Lake City, which built the largest part of drive-ins in the Intermountain territory, designed a snack-bar which it is using in many open-airers.

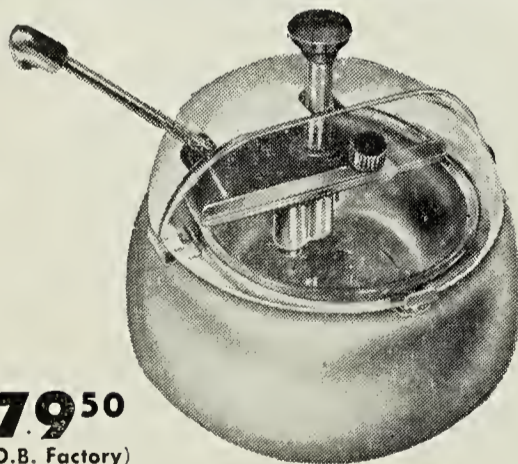
Typical of these snack-bars is the one at Mountain Home, Idaho, owned by Bill Devlin who also owns the Canyon in the same town. This is a 400-car deal.

This drive-in snack bar has many unique features. One building houses the snack bar, rest rooms, and projection room. At Mountain Home, this booth is finished in pillowed plastic leather in soft gray, with a polished green concrete floor. A mirror arrangement reflects the roller grill with hot dogs. It is so constructed so that the intermission rush sliding doors open the area so that the crowd can move in and out freely.

At the bar, where candy, hot dogs, and ice cream are sold, three girls serve 250 patrons in 15 minutes. To do this, all the hamburgers are pre-cooked, and the hot dogs are cooking on a Connolly RoMer Grill, which has a capacity of 40 frankfurters.

The roof is constructed so that exhibition dancing and other entertainment may be staged here during intermission. High intensity arc lamps are installed so that the stage is lighted, and on holidays it is used for fireworks displays. This roof-idea is original with the Service Theatre Supply Company.

Devlin estimates his snack bar does 25 per cent of the business. Mountain Home has an estimated population of 8,000, but due to an army base which is being expanded, pulls around 15,000 in a 40-mile radius. A. C. Knocks was the engineer, and Johnnie Brugger and Don Hardy did the installation and field work.



\$79⁵⁰
(F.O.B. Factory)

Everybody Likes the Taste of

BUTTER

on Popcorn

Serve it RIGHT . . . serve it PROFITABLY,
up to \$3 profit per pound of butter used.

Special Advantages:

- ★ EYE-APPEALING—Butter is enhanced with light shining through from under bowl.
- ★ ACCURATE—Every serving of butter dispensed simply and accurately.
- ★ DEPENDABLE—Developed and produced by experts thoroughly acquainted with the field.
- ★ SANITARY—Disassembled, easily cleaned and reassembled in a few minutes. Non-drip spout eliminates waste and mess.
- ★ ECONOMICAL—Well insulated to retain heat and reduce use of electricity.
- ★ TROUBLE-FREE—Few moving parts, constructed of steel, reducing replacements.

Serve It With the New
BUTTER SERVER

which measures DAIRY
BUTTER accurately
and profitably

Dairy Service Co.

Main Office and Factory
100 E. Main St.
Menominee Falls, Wis.

Sales Branch
114 W. 18th St.
Kansas City, Mo.

NEWS OF THE

Territory

BRANCHES

Atlanta

A record crowd of 1,500 witnessed the showing of "Big Leaguer" at the Van Croix, Melbourne, Fla. It was filmed in the Melbourne-Eau Gallie, Fla., area. Out-of-town guests attending were entertained at a buffet at the Bahama Beach Club. The Chamber of Commerce served as host.

P. L. Taylor, general manager, Dixie, Columbus, Ga., announced that the Dixie had rounded out 17 years of operation under the Bishops. A. L. Bishop is president.

It's a baby girl for Yvette Enyyeart and Judy Whitehead, formerly with Monogram Southern Exchanges. . . . Joe Dunas, office manager, Republic, is back after a trip to the hospital.

Mrs. Pearl Beasley, U-I, was off the job because of an accident.

The membership for WOMPI is up to 135. . . . On the Row booking for the circuit was Stanley Rosenbuan, Florence, Ala.

Frank Irvin, manager, Richmond, named David Coe as assistant manager. He replaces Mrs. Clara Little Whitehead. . . . Wil-Kin Theatre Supply installed CinemaScope in the Georgia, Columbus, Ga.

Talgar Theatres will soon start work on a new drive-in at Melbourne, Fla., for 500 cars.

The Cypress Drive-In, Port Tampa City, Fla., opened for 350 cars. . . . John E. Ash opened his 300-car Joyce-Ann Drive-In, Cleveland, Ga.

Florida State Theatres transferred its Palace, Lakeland, Fla., to Carter-Carr-Tate, Inc. . . . Sergeant Cooper Landers, brother of Betty Landers, Monogram Southern Exchanges, is home after four years in Germany.

In Metairie, Ala., construction was started by Nilen, Inc., Mobile, Ala., on the city's first combination drive-in and walk-in. Car capacity is estimated at one to two thousand, and seating capacity in the auditorium at 700. The theatre will be called the Do-Drive-In, the same name as two other drive-ins being operated by the company in Mobile. . . . The Riverside Auto Theatre, Titusville, Fla., is closing for a month while repairs are being made.

B. S. Moss, New York, has taken over the State, Gainesville, Fla., from Florida State Theatres, and also the Grand, Orlando, Fla.

Mrs. Shirley Baker, secretary, Astor, is back after a honeymoon. . . . J. D.

Younge opened his new 250-car drive-in at High Springs, Fla. . . . The Valley Drive-In, Elizabeton, Tenn., opened. Earl Bolling is the owner.

Eli Arken, city manager, West Palm Beach, Fla., had his son from Korea spending some time with him.

The safe of the Techwood was rifled of under \$100.

J. H. Thompson and E. D. Martin theatres will build a new drive-in at Baxley, Ga., with room for 400 cars. . . . Jimmy Evins, Petersburg, Tenn., a former resident of Lewisburg, Tenn., opened the Linmar there.

Mose L. Waller, manager, Dixie Lee Drive-In, Lenior City, Tenn., inaugurated "Movie Sweepstakes." . . . Mrs. Ralph Weir, manager, Arcade, Williston, Fla., resigned.

Miss Alma Cook, formerly with U-I, was married to James L. Johnson. Miss Betty Landers, secretary, AA, was a bridesmaid.

In town were: Mrs. Mary Brackett, Crescent Amusement Company, Nashville, Tenn., and son, Milton; Dick Kennedy, O. C. Lam, and W. Welch.

The WOMPI held its first meeting at the Drinkler-Plaza Hotel. The welcome address was given by Miss Christine Smith, censor, and the invocation by Dean Raimundo de Ovies, chaplain, Variety Club. Toastmistress was Mrs. Anna Aiken Patterson, and music was by Miss Frances Hopkins, Republic.

Arrangements were completed whereby the Variety Club secured 200 tickets to the Georgia-Alabama football game in Athens, Ga., on Oct. 31. Members can get tickets at the cost of \$10 each. This includes transportation. Set-ups will be furnished as a waiter from the club will accompany each bus.

Charlotte

Charles H. Lewis, manager, Center, Durham, N. C., has been elected a director, Durham Merchants Association.

The Air-Vue, opened at Adamsville, N. C., located on the Snow Hill Highway, and owned by W. Eastern Theatre Company, Inc., Goldsboro, N. C. Jim

Howard, who has managed houses in Goldsboro, Wilson, Raleigh, Durham, Tarboro, and Greensboro, all in North Carolina, and Bristol, Tenn., is the manager. Mrs. Margaret E. Whitehead is the snack bar manager.

The Star-lite Drive-In, Wilson, N. C., has begun a complete renovation program. The parking area is being increased to permit accommodations for approximately 50 per cent more automobiles, the screen is being enlarged, and new equipment is being installed. A new snack bar is being constructed to operate along the lines of a cafeteria and new and much larger tiled rest rooms will be built. The entire parking area is to be paved, the grounds landscaped, and a number of new playground devices installed for children. The Star-lite Amusement Company has also purchased a site for another drive-in at Wilson.

Memphis

Runnersup in the fifth annual Ark-La-Tex state bridge tournament at Shreveport, La., were Nate Silverstein, Marianna, Ark., and M. A. Lightman, Malco Theatres. . . . Emcees for the Youth Talent Show preliminaries at the Crosstown were Trent Wood, Jimmy Young and Dick Covington. . . . Harold H. Roth, Sky-Vue Drive-In, died at Baptist Hospital. . . . The Strand, Moorehead, Miss., was destroyed by fire, causing a loss of \$30,000.

E. R. Gillett, who owns the Ritz, Dyersburg, Tenn., was on the Row. He lets Tom Kirk, Ham-Kirk Booking Agency, worry about the bookings.

Visitors were: Roy Dillard, Dillard and Rex, Wardell and Lilbourne, Mo.; Gene Higginbotham, Melody, Leachville, Ark.; W. E. Ringer, Gem, Lake City, Ark.; Omega Decker, booker, and E. C. Fleeman, owner, Ritz, Manila, Ark.; Bill Kroeger, Shannon, Portageville, Mo.; Roland Adams, Rebel Drive-In, Oxford, Miss.; Bob Crawford, Von, Booneville, Miss.; R. S. Chapman, Chapman, Swifton, Ark.; M. Kinney, Hays, Beale, and drive-in, Hughes, Ark., after a siege of illness; Paul Harrington, Calvert Drive-In, Calvert City, Ky.; Ben Huffer, Clinton, Clinton, Ark.; Jack Watson, Palace, Tunica, Miss.; Merle



The Women Of The Motion Picture Industry, WOMPI, recently met with A. B. Padgett, Wilby Theatres, Atlanta, and seen, left to right, are Mrs. Lois Cone, Martin Theatres, treasurer; Mrs. Frankie English, Paramount, second vice-president; Mrs. Barbara Benson, U-I, first vice-president; Mrs. Stella Poulnot, Republic, secretary; Mrs. Laura Kenny, UA, president, and Padgett.

Goddard, Hickory, Hickory Ridge, Ark.; Moses Sliman, Lux, Luxora, Ark.; William Elias, Murr, Osceola, Ark.; Ned Greene, Legion, Princess, Cardinal, and 45 Drive-In, Mayfield, Ky.; Jesse Moore, Ritz, Crenshaw, Miss.; Mr. and Mrs. Glen Moser, Gay, Olive Branch, Miss.; J. D. Shepherd, Rex, DeValls Bluff, Ark.; Jimmy Singleton, Marked Tree, Ark., and Walt Kirkham, Commonwealth, after quite an absence.

New Orleans

Thanks go to William H. Cobb and his associates, Mrs. Ruth Cheshire, John D'Antoni, William Hirstius, and Leroy Benton, Earl Rosignol, and R. A. Sellers, for their subscription support.

Thelma and John Kinerd are back from a pleasure tour. He is with Warners' inspection department. . . . Bill Roscher, MGM head shipper, and family chose Mississippi's Gulf Coast for a vacation.

WOMPI committee chairman named are Catherine Buffet, publicity, and Ida Klos, membership, both with Paramount-Gulf; Elizabeth Bacon, UA, service, and Nathalee Odom, MGM, extension.

Mrs. Leonard Allen visited with Mrs. Harold "Babe" Cohen while hubby, manager, Rebel, Baton Rouge, La., was on Film Row. . . . Mr. and Mrs. W. G. Pullon, Gay, Ferriday, La., were in, as were Ernest Drake, Ponchatoula, Ia. Frank Smith, Grand, Grand Isle, La., and John Luster, W. W. Page Amusement Company, Robeline, La.

Cecil Jones suspended operations temporarily at the Lion, Scooba, Miss. . . . J. G. Broggi is doing the buying and booking for J. S. Wingate's Gayle Drive-In, DeQuincy, La.

John Elzey, Sr., and Jr., will handle their own buying and booking. Senior operates King's, New Roads, La., and Junior has Pat's Drive-In, Vidalia, La.

Anna Musso, Warners, and S. J. Roland middle-aisled it on Sept. 19. The ceremony took place in Sacred Heart Church.



Gene McKnight, on a farm during the day and an aide at the Strand, Vicksburg, Miss., at night, recently posed with two girls to emphasize his height, seven feet, five inches in stocking feet. His ambition is to be an actor.

City and suburban exhibitors calling were J. A. Parker, Gordon, Westwego, La.; Pete Corte, Garden; Rene Brunet, Imperial; Paul Brunet, Dixie; William Shiell, Marrero, Drive-In, and Clarence Thomasie, Harvey, La.

The Imperial held its first public wide-screen presentation on Labor Day, a Raytone distributed by Hodges Theatre Supply. . . . R. L. Johnson, Johnson Service, was a Montgomery, Ala., caller to confer with Fred T. McLendon, McLendon Theatres. . . . Abe Berenson spent a busy day at Allied headquarters.

Peggy Erickson, Paramount-Gulf, and A. J. Hartman, Jr., were married in St. Joseph's Chapel, Algiers, La. . . . Elaine Favalora, Joy Theatres' cashier, spent a home vacation. . . . George Pabst, UA southern district manager, is well on the road to recovery after illness. . . . Anna Bell McDaris, steno-booker, 20th-Fox, vacationed.

Ethel Angler, Republic, was off to Denver and other Colorado spots for her pleasure tour, and Henrietta Coig, same company, returned after Gulf coast vacationing. . . . B. J. Keyhan, IFE, returned from a road trip. He accompanied buyer-booker Joel Bluestone on a round of Film Row calls. . . . Kenneth Hirstius is the new assistant shipping clerk at RKO, and Earl Rosignol,

formerly with NSS, is now assistant shipper at Warners.

Tom Neely, Sr., manager, NTS, sold a wide-screen to Lazarus Theatres for the Carver, and a Simplex XL mechanism to Paramount-Gulf for the Saenger.

"Jack" Downing, Haven, Brookhaven, Miss., and his buyer-booker, Sammy Wright, confabbed at Gentillich. . . . Bertrand Kiern, Happy Hour, and John L. Schaeffer, Sr., gabfested. . . . Frank Rufino, Gaeity, was looking about for something new in equipment, sound, and screen.

R. A. "Bob" Conrad has taken over the managerial reins at the Twin Hub and R. A. Sellers the Hub, Lafayette, La. E. R. Sellers will handle the buying and booking. The three, along with Milton Guidry, took over the ownership from Fred T. McLendon and M. A. "Max" Connett.

J. P. Guitreau, Gonzales Drive-In, gave a story of his trip to the sidewalk gang. . . . While Freddie Goodrow, Jr., and wife are vacationing in Texas, grandpere and grandmere F. F. Goodrows are baby sitters. . . . "Happy" Gowland, retired United Theatres manager, is pinch hitting at the Prytania.

Leroy Benton and Bill Hirstius, Warners shipping department, said that their vacations were spent at home, and Betty Clarke, head inspectress, chirped "Mine, too." Jeanette Howard, inspectress said hers was spent in Savannah, Ga., and Florida.

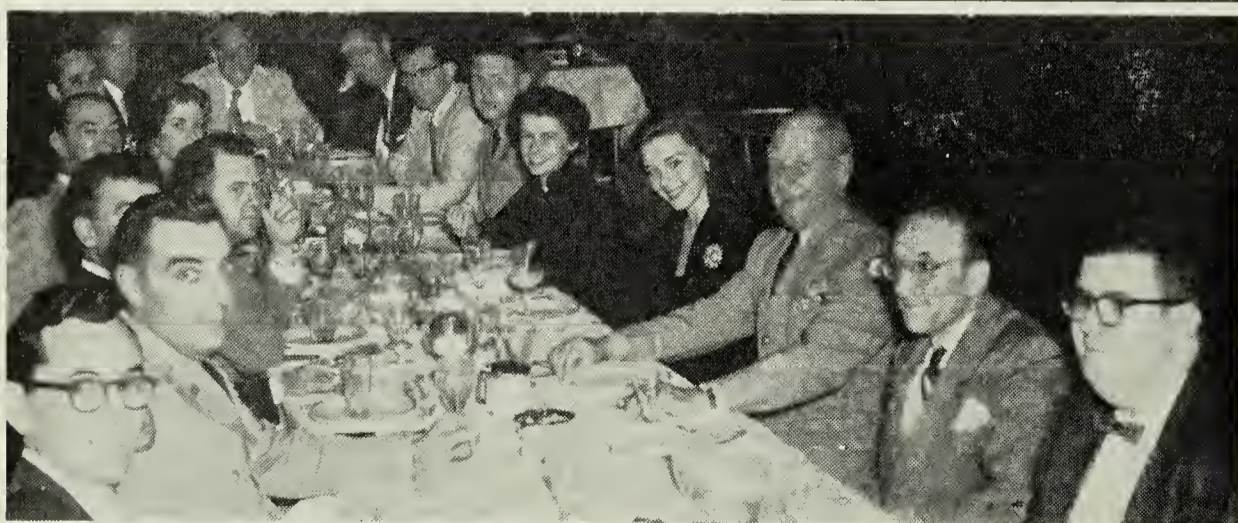
The Ernest A. MacKennas were jubilating over their sixth, a baby girl, whom they christened Mary. Pops is manager at the Joy.

Thanks go to Vance Schultz, Southern Seed and Feed Store, distributor of popcorn, seasoning, and supplies, for his renewal to EXHIBITOR.

Spencer Pierce, formerly with 20th-Fox, now operating drive-ins for Hap Barnes in Knoxville, Tenn., accompanied his wife here. She is at the Hotel Dieu for surgery. Friends wish her a speedy recovery. . . . The Lloyd Edwards are lullabying a baby girl. Edwards is the 20th-Fox salesman. . . . E. T. Calongne and Jules Sevin, Bell, called on their buyer-booker, J. G. Broggi. . . . L. W. Dantin reopened the Reo, Golden Meadows, La.

Fred C. Gooch has taken over ownership of the Mayvel, Sandersville, Miss. . . . John Harvey, Nabor, Oberlin, La., is temporarily managing Joe Guillory's Allen and Delta, Oakdale, La. . . . Warner head booker, Joseph Springler and Mrs. Mae Randazzo, assistant cashier, were vacationing. . . . Frank Ziegler is the new shipping clerk at Dixie. . . . Giddens and Rester invested in new National Excelite lamps and a Hertner generator for their Auto-Sho Drive-In, Mobile, Ala.

Paramount-Gulf and Teddy Solomon advised that the 45 Drive-In, Prichard,



Elaine Stewart, MGM star, who appears in "Take The High Ground," recently stopped off in New Orleans during her cross-country tour, and had luncheon with theatre men and newspaper representatives as shown above. From left to right are Judson Moses, MGM division press representative; Lieutenant G. Larsani; John Kollyer; Ed Sublette, States; William Griffin, The Item; Frances Lane, MGM home office publicity department; Jack Weiner, field press representative; Dan Evans, WDSU; Rodney Toups, Loew's Theatres; W. Bonura, The Item; H. Weiss, WDSU; Lieutenant J. Hamlin; Betty Holder, The Item; Miss Stewart; General H. Duffy, Port of Embarkation; Ted Luizza, The Item, and Nate Cohen, The Algiers, La., Herald.

Ala., operated by the latter the past two years, has been transferred to the former. . . . Georgia Bruno, F. F. Goodrow's "girl Friday," hubby, Ernest, and toddler, Jr., spent a weekend in Mobile, Ala. . . . Herb Hargroder, Beverly Drive-In, Hattiesburg, Miss., called on buyer and booker J. G. Broggi. . . . Joseph C. D'Antoni is a newcomer in UA's' booking department. . . . UA's manager Alex Maillho called on F. T. McLendon, Montgomery, Ala. . . . Gloria Kiefer, UA's ledger clerk, vacationed in California. . . . Mrs. Annette McClanahan, formerly typist clerk at Republic, is now in Warners' cashier department.

Phillip Salles shuttered the Park Drive-In, Covington, La. . . . R. W. Everett renamed his Strand No. 2, Farmersville, La., the Kay. The Strand No. 1 will be known as the Strand. J. G. Broggi handles the buying and booking. . . . Gordon C. Ogden reopened the Chimes, located in the university area. So is the Hill Top, Clinton, Miss., which also reopened with the return of college vacationists.

Jack Dicharry's Lincoln is equipped for wide-screen presentations. He purchased the equipment from NTS.

Alvin Daste opened his new Caffe for Negro patronage on Sept. 17. It is on Caffe and Saint Claude Avenues. Joel Blustone has charge of the buying and booking.

Henry Werling, associate owner-manager, Theatre Poster Company, Memphis, was in to see his partner, William Cobb, Exhibitors Poster Exchange. . . . F. G. Prat, Jr., and Harold Dacey, Prataucoin Theatres, made their weekly rounds. Other regulars seen were Warren, Phil, and Jack Salles, and E. V. Landaiche.

Jack Weiner, MGM field press representative, was in New York for several days.

The L. C. "Jack" Downing's pleasure jaunt is a gift from the Nashville, Tenn., baseball club. Downing won a prize, a round trip to New York, all-expenses paid, and a three-day stay as guests of the Roosevelt Hotel, sight-seeing trips, and several Broadway stage and TV shows. Before returning home to Brookhaven, Miss., where they operate the Haven, they will wing to Boston.

Here buying and visiting were "Hap" Bruno, St. Joseph, La.; Elmer Canfield, Purvis, Miss.; Anna Molzon, Royal, Labadieville, La.; Ed Ortte, Clermont Harbor, La.; Mr. and Mrs. Frank Olah, Star, Albany, La., and A. L. Royal and Hank Jackson, Royal Theatres, Meridian, Miss.

A. L. Royal advised that Miss Betty Brueck, Haven, Brookhaven, Miss., was chosen as beauty queen in a contest sponsored by the Panorama Producing Corporation. Her award is a role in Panorama's initial production, "Jesse James' Women." The final contest was staged at Royal's Music Hall, Jackson, Miss.



The appointment of four new managers for theatres of the Rowley United Theatres in Little Rock, Ark., was announced recently by James C. Carberry, seated, city manager. The new managers are, left to right, Larry Aldridge, Arkansas; Osmond Pence, Razorback Drive-In; Raymond Mills, Heights, and Eugene Jones, Pines Drive-In.

Tom Neely, Sr., NTS manager, advised that Walker seamless wide screen installations have been made, or are in progress, at the Downtown and Brookley, Mobile, Ala.; Star, Jeanerette, La.; Strand, Farmersville, La.; Tudor, here; Arabian, Laurel, Miss.; Regina, Baton Rouge, La.; Roxy, Biloxi, Miss.; Tringas, Fort Walton, Fla.; Paramount, Lake Charles, La.; Paramount, Alexandria, La.; Chatom, Chatom, Ala.; Saenger, Pensacola, Fla.; Jefferson, Lafayette, La.; Lamar, Jackson, Miss.; Saenger, Mobile, Ala.; Paramount, Texarkana, Tex.; Strand, Shreveport, La.; Bayou, Bayou LaBatre, Ala.; Hart, Baton Rouge, La.; Paramount, Jackson, Miss.; Gayle, Raceland, La.; Fun, Lockport, La.; Vacherie, Vacherie, La.; Ritz, Picayune, Miss.; Florida, Pensacola, Fla.; Arrow, Metairie, La.; Bell, here, and the Paramount, Gulfport, Miss.

Milton Dureau, Masterpiece, announced that he has the distribution rights to "Uncle Tom's Cabin" and "Lady Godiva Rides Again."

The Phillips brothers, Broadway Drive-In, Hattiesburg, Miss., were in, as were Al Randall, Woodville, Miss., and Al Morgan, F. T. McLendon Theatres, Union Springs, Ala.

The equipment for the C. W. C. Drive-In, a Charles Waterall, Jr., project, now under construction in Richton, Miss., is furnished by National Theatre Supply.

The Colosseum will convene here at the Jung Hotel on Oct. 9-11 for its ninth annual convention. E. E. Shinn, southern vice-president and sales representative for Paramount; Robert Dessommes president, Loge 2, RKO, and secretary-treasurer H. P. Mosely, MGM, are in charge of arrangements.

Leo Seicshnaydre, Republic pilot, trekked to Minden, La., and Jackson, Miss. . . . George Edwards assumed operations of the Ritz and Royal, Hattiesburg, Miss., former A. L. Royal Theatres. Royal will still be connected with the houses in the capacity of buyer-booker. . . . Max Connett, Newton, Miss., was here for several days of booking and other business.

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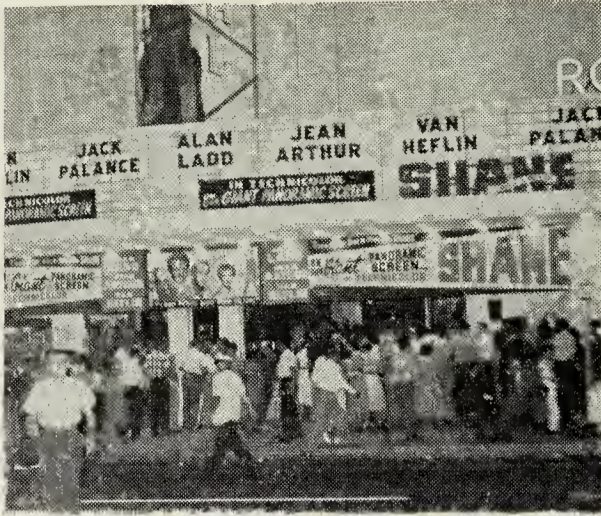
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This special front was recently used by the Royal, Miami, Fla., for the showing of Paramount's "Shane."

E. R. and R. A. Sellers, Milton Guidry, and R. J. "Bob" Conrad formed the Evangeline Drive-In Corporation to operate the Hub and Twin Hub Drive-Ins, Lafayette, La. The four have taken over M. A. Connett's and Fred T. McLendon's interest, Milton Guidry already had a hand in the projects as partners of the latter two. All but R. A. Sellers are experienced in theatre and drive-in operations. E. R. Sellers and Guidry own and operate the Yam Drive-In, Opelousas, La. The latter is also interested in the Nona, Lafayette, La., and Conrad owns the Bruce, Jennings, La., and Sunset, Sunset, La.

The baby crib is again in use in the Milton Guidry's abode. "La enfant est uni petite joile bébé fillé," born on Sept. 1.

Arkansas Clarksville

A large wide-screen will be installed in the Strand, Joe Propps, manager, announced.

Little Rock

New managers for four theatres were appointed by James S. Carberry, city manager, Arkansas Amusement Company. Osmond Pence will head the Razorback Drive-In, E. E. Jones will manage the Pines Drive-In, Clarence Aldridge will manage the Arkansas, and Raymond Mills will head the Heights.

Despite the non-arrival of a wide-screen, showing of the first full-length 3-D film in North Little Rock, opened on schedule at the Park, Eddie Holland, city manager, United Theatres Corporation, said. The large screen was scheduled to arrive before showing of "House Of Wax," but failed to do so. Holland said the Park's screen was then sprayed with aluminum paint.

M. S. McCord, president, United Theatres Corporation, and Mrs. McCord returned from vacation in New Orleans, La. They were accompanied by their son and daughter-in-law, Mr. and Mrs. Robert McCord. . . . W. B. Sockwell, secretary-treasurer, United Theatres Corporation, made a business trip to Hope, Ark.

Warren

A new wide-screen has been installed in the Pastime, Sidney Wharton, owner-manager, announced.

Florida Live Oak

Leonard Vaughn, manager, Alimar, ran a "Back to School" show with good success.

Miami

Vacationers included Ray Toemmes, Miami, and Walter Toemmes, Ace. . . . The Variety, Miami Beach, Fla., closed until Oct. 28. This gives manager Howard Barnes a chance to take an extended vacation, which will include visits to New York, Mexico City, and Paris, France, his former home. . . . Edward N. Cloughton, Jr., graduated from law school, University of Florida, Gainesville, Fla., joined the Cloughton Circuit as its attorney. . . . Bea Brower, Miami, resigned. Her husband is Bob Brower, manager, Capitol. . . . Mitchell Wolfson, Wometco coowner, has been named a member of the board of the First National Bank. . . . The sick list included Freda Goldberg, Wometco booking secretary, and Everett "Buddy" Walshon, North Andrews Drive-In, Fort Lauderdale, Fla. . . . It's a girl, his second child, for Oliver Martinez, Wometco accountant. . . . Helen Porter, secretary to Wometco's Sidney Meyer, spent her vacation moving into a new home in Biscayne Gardens. . . . The business management of the Wometco art and poster departments is now under the direction of Mark Chartrand. . . . Vacationing in Maine was Herb Rubinstein, Wometco manager. . . . Bill Dock, exploiteer, along with Jimmy Barnett, manager, Olympia, and George Baldwin, West Palm Beach, Fla., city manager, attended a meeting at the Jacksonville office of Florida State Theatres. . . . Bill Watt is now managing the Coral, Coral Gables, Fla., since Vince Daugherty has gone to college in New York.

The First Methodist Church, Winter Garden, Fla., sponsored a drive-in church at the Star-Lite Drive-In, suburban Winter Garden.

The Beach was damaged to the extent of \$5,000 by a fire originating in the theatre concession room.

Louisiana Baton Rouge

Superintendent Grevemberg warned that some motion picture theatres were conducting "Bank Nights" in the belief that they were legal, and reminded houses of the state police gambling ban, which went into effect on Sept. 1. He did not identify the theatres or the cities, but added, "'Bank Night' at theatres is illegal when a person is required to buy a ticket and be present at the drawing."

Farmerville

The management of the Strand and Kay changed. Mr. and Mrs. R. W. Everett have taken over in place of Mr. and Mrs. Roy Phillips.

Mississippi Moorhead

Fire of undetermined origin destroyed Moorhead's only theatre. C. A. McGowan is owner.

NEWS OF THE

Territory

Chicago

Eddie Fitzgibbon, midwest Paramount exploitation and publicity chief, went to Minneapolis, and with Jim Eshelman, Gopher manager, had a 400-pound cake of ice placed in the lobby. Tickets were given to 50 patrons who guessed how long the ice would last.

Betty Ginsburg was named secretary to Harry Goldman, new United Artists district manager, and Emma Urdangen was named secretary to Sid Rose, new branch manager.

The Ardmore was sold to a supermarket. . . . Phil Klein, formerly of the Telenews, Milwaukee, is new at McVickers. . . . J. Ramon Wheeler was appointed B and K Indiana manager.

Fire and police officials were granted more time to investigate the blast which destroyed the Oakley.

The city lost a colorful theatre pioneer in the passing of Hyman L. Lieberthal, 86. He owned and managed the Austin for many years until he sold to Charles and Henry Stern in 1930. Later, he joined B and K, and was active until recently at the Marbro and State.

Althea Levy, secretary to John Dromey, Great States manager, observed her 28th year in the industry. . . . Irving Fine was named Terminal manager. . . . Manager Avinere Tiogo put an end to rowdyism at the Esquire, Springfield, Ill., when he ruled that youths under 20 are not to be admitted unless accompanied by a parent. . . . Bill Evers was named Crystal manager. . . . Manager William Joven, Starlite Drive-In, Kankakee, Ill., discovered \$180 missing after a visit by burglars.

In an effort to halt rowdyism in and around theatres, police headquarters issued orders for strict enforcement of the curfew law. J. M. Braude, Boys' Court judge, has sent some offenders to jail for terms as high as six months.

Shirley Peltz was named a Republic booker. . . . B. J. Lourie, Columbia exchange manager, and his family vacationed in Wisconsin. . . . Charles Fitch was named Cheltenham manager.

F. Dudley Gazzalo, Imperial, filed a first-run complaint through attorney Thomas McConnell against Paramount, Columbia, U-I, United Artists, Warners, and RKO asking \$300,000 and the right to bid for first-runs.

Now that sterilization facilities are in full swing, Dr. Herman Bundesen, Health Board head, approved the use of 3-D polaroid glasses. Steriloptics, a firm manufacturing the glasses, is building a \$30,000 sterilization machine to meet Dr. Bundesen's requirements.



The recent Dallas meeting to plan Paramount's "Adolph Zukor Golden Jubilee Salute," a 14-week sales drive in honor of the company's board chairman, was conducted by Al Kane, south-central division manager, seated at the base of the Zukor poster. All employees of the branch attended the meeting.

Dallas

The Tex, new Groves, Tex., drive-in, opened. Coowners are R. M. Rogers and H. L. Arthur serving as manager.

The robbery of the Strand safe was reported solved with the arrest by the sheriff of the janitor of the theatre.

John Q. Adams, Interstate Circuit executive secretary, is now Admiral John Q. Adams of the Texas navy. Acting on suggestion of Governor Allan Shivers, Brigadier General Paul Wakefield conferred the title of Honorary Admiral on Adams. To honor the new admiral, there is now a navy flag in the office. When the flag is up, "all on deck" know Admiral Adams is "aboard." When the flag is in other positions, it is necessary to call the Navy Recruiting Station in order to interpret signals.

Phil Isley, Phil Isley Theatres, was vacationing in California last month. He and his two grandsons were the guests of Earl Johnson on a fishing jaunt. While relaxing, he was attacked by an octopus. He struggled, and won, but grandson Bobbie Walker was disappointed. The octopus was a baby octopus about five inches long.

Visitors were Elwod Scott, manager, Scott's Terrace Drive-In, Bakersfield, Cal., with his brother, Wallace Scott, manager, Scott's Plains Drive-In, Odessa, Tex.; Bill Chesher, Littlefield, Tex.; Mr. and Mrs. Paul Clapp, Monahns, Tex.; Hugh Millington, Rising Star, Tex.; W. B. Goates, owner, New Cherokee Drive-In, Longview, Tex.; Mr. and Mrs. Arthur Caywood, Brady, Tex.; Wynelle Quinn and daughter, Mrs. Quinn was formerly secretary to Paul Short, National Screen Service; Mrs. H. C. Harrell, New Glade Drive-In, Gladewater, Tex., and C. D. Leon, Leon Theatres, Abilene, Tex.

Herman Beiersdorf and Truman Hendrix attended the convention of Lipfert in New Orleans. . . . Irving "Rusty" Rust became the new buyer-booker for Leon Theatres replacing Harold Brooks, resigned. Rust was formerly booker for the Jefferson Amusement Company. Brooks is now with the Lester Dollison organization.

On vacation were Helen Jane Hahn, secretary, Allied Theatres; Leona Pringle, MGM; Helen Cayton, MGM; Stuart Adams, Interstate; Maxine Adams, Theatre Enterprises; Vernon Collins, Southwest Theatre Equipment, and Roy Sachs, United Artists.

Peggy Browning and E. B. Moneyhun were married in Las Cruces, N. M., while she was on vacation. . . . Christine Vica, Dardens, reports that her turtle romped in to win one of the heats in the Turtle Derby sponsored by the Variety Club for the Boys' Ranch.

Denver

Ralph Clark, district manager, United Artists, was in for a sales meeting with branch manager M. R. Austin and salesmen William Sombar and Herbert Buschman.

Max, son of Mr. and Mrs. Herbert Gumper, Alamosa, Colo., was operated on at Children's Hospital for a heart ailment. The operation was performed on the recommendation of doctors at the Mayo Clinic, Rochester, Minn., where the parents took the boy for examination.

Dora Kaplan, U-I cashier, was on vacation. . . . Robert Patrick, Realart franchise owner here and in Salt Lake City, went to New York to sign up product.

Seen on Film Row were: Russell Guild, Pueblo, Colo.; Paul Cory, Basin, Wyo.; Elden Menagh, Fort Lupton, Colo.; Glen Wittstruck, Meeker, Colo.; C. L. Canda, Westcliffe, Colo.; James Peterson, Littleton, Colo.; R. D. Ervin, Kremmling, Colo.; Mr. and Mrs. James Odle, Norwood, Colo.; Frank Childs, Sterling, Colo., and Gerald Hart, Colorado Springs, Colo.

Des Moines

The Marciano-La Starza fight on Sept. 24 will be shown at the Paramount, with Tri-States Theatre Corporation changing its plans. The theatre originally announced it would not show the fight because it would have to ask \$3 a ticket, and felt this was too high. The theatre pointed out that the International Boxing Club was asking a guarantee of 90 cents a seat, whether occupied or not. After the newspaper publicity, however, the theatre received sufficient demands from fight fans to change plans, and will show the fight. Tri-States will also show the fight at the Orpheum, Omaha.

The Orpheum announced that "Martin Luther," after a two-week run, had a total attendance of 17,704. The previous two-week engagement was "House of Wax," which had a total attendance of 18,593. . . . Lloyd Kogle, owner, Uptown, Gladbrook, Ia., announced he would raise the admission prices at his house as a result of the tax veto. . . . G. E. Pauley leased the theatre at Garden Grove, Ia., from Clarence Smith. . . . The Breda, Breda, Ia., reopened.

Kansas City

Commonwealth Theatres division managers met with President H. E. Jameyson. . . . With 20th-Fox's "The Robe"

opening on Sept. 30 at the Orpheum, Ed Solomon, home office publicity chief, was in. . . . The husband of Kathryn Black, Fox Midwest booker, passed on. . . . The Gypsum, Gypsum, Kans., is closed during this month. . . . Bill Elliott, in UA's "I, The Jury," made a good impression when he was in town, squired by Howard Pearl.

Most of the folks were back from vacations. . . . More and more theatres are installing wide-screens.

Los Angeles

Jonas Rosenfield, Jr., IFE vice-president in charge of advertising, exploitation, and publicity, arrived for conferences with executives of the company's west coast division concerning plans for activities in Los Angeles and San Francisco including personal appearances of the "Three Girls From Rome" and the simultaneous opening of two IFE releases. In addition to meeting with division manager Alex Cooperman and division publicity director, Henry J. Levy, Rosenfield met with members of the Los Angeles and Hollywood press corps and exhibitors.

Distributor defendants in the government's anti-trust suit, charging the withholding of 16mm. prints from television, were given an additional month in which to complete their answers to interrogatories.

Funeral services were held for Spyros G. Cardas, who entered the field of exhibition 38 years ago with the Skourases and who was co-first-run district manager for the Fox West Coast Circuit at the time of his death. He is survived by a son and three daughters.

Milwaukee

Honored guest of the Sheboygan, Wis., centennial was screen star Charles Coburn. All theatres tied in with the event.

Bob Groenert, Alhambra manager, taught stores handling magic tricks that a tie-in is good business. He nosed around until he connected with a store which put in a booth with an attendant to do tricks in the lobby. The film was "Houdini."

Joe Reynolds, Oriental manager, said that both the Oriental and Tower will start shortly on a kiddies matinee package deal. That new manager at the Tower is none other than Don Palm, former assistant to Irv Clumb when Clumb held the fort at the Towne.

Arden Thur, who resigned from her position at AITO headquarters, is making a world tour, and had to undergo 17 inoculations.

Phil Klein, formerly manager, Tele-news, is now manager, McVickers, Chicago. . . . Ben Marcus, S and M Theatres, moved into his new residence from Ripon, Wis. . . . Frank Ebert sold the See-Mour, Seymour, Wis., to Otto Settele. . . . Seen on Film Row were Bill Ainsworth, Shawano; Bob Goetz, Monroe, Wis., and Larry Beltz, Wausau, Wis.

Frank Schmitt, who secured the lease of the Park, opened it. . . . M. Bulls, Village, Sister Bay, Wis., was in.

Inez Gore, secretary to Jack Lorentz, manager, 20th-Fox, was vacationing. . . . Bennie Benjamin, Screen Guild-Lippert, attended a sales meeting in Chicago. . . . Clarence Holtze, Tomah Drive-In, Tomah, Wis., reported that thieves broke into his ticket office. . . . Maitland Frosch, Frosch Theatre Supply, Minneapolis, and well-known in Milwaukee, is hospitalized. . . . Maco's Palace, Superior, Wis., gets a \$25,000 remodeling job. . . . Frank Schriehart has been appointed manager, Greendale, Greendale, Wis.

"The Moon Is Blue," banned in Milwaukee, opened at two drive-ins close to Milwaukee, the 41 Twin and the Victory.

Minneapolis

Six employees of Columbia attended the wedding of Ruth Johnson and Roger Dietz, both Columbia bookers, in Paynesville, Minn. They were Ethel Curtis, contract clerk; Catherine Falvey, branch manager's secretary; Genevieve Donovan, cashier; Jeanne Paulson, inspectress; Bill Wood, salesman, and Sid Lax, salesman. . . . Clarence Bell, Columbia exploiter, was in for "From Here To Eternity."

Sadie Benfield, wife of Bonnie Benfield, Morris, Minn., died. . . . Recent out-of-town exhibitors seen were: Clara Eayrs, West Concord, Minn.; S. J. Ronning, Ashby, Minn.; Arvid Olson, Pine Island, Minn.; Bob Berquist, Chisholm, Minn., and John Brandenhoff, Fairmont, Minn. . . . Donna Mae Mudge is the new RKO receptionist. . . . Ralph Maw, MGM district manager, and W. H. Workman, MGM branch manager, returned from the "See For Yourself" convention.

Pat Halloran, sales manager, U-I, has been named U-I branch manager in Milwaukee. . . . Barbara Oberg is the new secretary to the MGM assistant branch manager. . . . LeRoy Miller, branch manager, U-I, accompanied his two daughters to Providence, R. I., where they will attend college, and afterwards vacationed. . . . Webb Raudenbush, who operates a buying and booking agency, has been named chairman for the Community Chest on Film Row.

Ted Mann reversed an earlier decision not to show "The Moon Is Blue" in St. Paul, Minn., where the planned showing had met with opposition from City Council and church groups. The film opened at the World. . . . Joe Wolf, former representative, IFE, moved to San Antonio, Tex., to look after drive-in interests there. . . . Ben Berger, president, Berger Amusement Company and North Central Allied, was elected to a one-year term on the board of the Minneapolis Aquatennial Association.

Ivebeck Realty Company, New York City, purchased the State property, Minot, N. D., from Minnesota Amusement Company at a price of \$145,000. MACO will continue to operate the theatre until a new building now under con-

struction is ready for use about March 1. . . . In a split-up of theatre properties owned by the late Ben Friedman and his brother, Israel, the latter assumed operation of the Rivoli and Broadway and a drive-in at Albert Lea, Minn., and the Princess, St. James, Minn. Mrs. Ben Friedman and her son-in-law, Martin Stein, will operate the Westgate and Edina, two Minneapolis suburban houses, which the two brothers also formerly operated.

Burglars took candy, tools, cigarettes, and a radio for a total value of \$300 when they robbed the Starlite Drive-In, Marshall, Minn. . . . Grant Roseth, owner, Rose, Underwood, N. D., was host to businessmen and their families at a free midnight show. . . . Otto Setelle is the new owner, See-More, Seymour, Wis. . . . Rudy Lorentz, former WB branch manager here and one-time district manager, was a visitor. He is now an exhibitor at Kewaunee, Ill. . . . E. H. Brechler and son, Kenneth, bought the Town, Darlington, Wis., and Leo Lind is the new owner, Burg, Shullsburg, Wis.

Oklahoma City

Robert McFarland, manager, Coronado, Putnam City, Okla., had a crowd of 250 patrons settled down behind their polaroid glasses to watch a 3-D thriller. Suddenly, a fourth dimension, smell, was injected into the program. A check disclosed that two carbide bombs had been dropped in paper cups of water, touching off the foul odor.

Sam Brunk, Paramount salesman, is recovering from a sprained ankle. . . . Booking on Film Row were: B. J. McKenna, Royal-Tower, Tulsa, Okla., and Oklahoma, Norman, Okla.; M. J. Dowling, Palace-Chief, Eufaula, Okla.; Marvin Lawson, Chief Drive-In, Friona, Tex.; Layton Carter, Chief, Seminole, Okla.; J. R. Sloan, Cyril, Cyril, Okla.; Adolph Bell, Fawn, Jones, Okla.; John Terry, Roxy-Perry, Perry, Okla.; A. J. Sigmund, Sigmund, Lexington, Okla., and J. Y. Greenwood, Greenwood, Boswell, Okla. . . . The Sigmund, Lexington, Okla., reopened.

In Crescent, Okla., theatre owner Jess Jones, secured a toehold on popularity with the younger set because he insists on keeping the price of popcorn pegged at a nickel, and he recently sent his herd of admirers back to school in a better frame of mind with a couple of free shows. He has also done much to further the interests of the junior league baseball team and a five-week swimming project sponsored by the American Legion.

Messrs. Mercier and Black closed their Vad Drive-In, Cordell, Okla., until spring due to the fact the tower was blown over by a storm. . . . T. H. Vaughn sold the Madill Drive-In, Madill, Okla., to Clyde Wallace.

H. K. Buchanan, office manager, Paramount, and his wife were vacationing at Bull Shoals Lake, Arkansas. . . . H. B. Rabb, Dallas, was in booking for his Admiral Drive-In, Tulsa, Okla.

Out-of-town exhibitors in were: Harold Anderson, Regal, Tulsa, Okla.;

J. B. Terry, Roxy, Perry, Okla.; Dennis E. Ward, Ritz, Afton, Okla.; Mrs. Truman Ellred, Ritz, Blanchard, Okla.; Wait Kerr, Platt, Sulphur, Okla.; A. R. Walker, Crystal, Broken Arrow, Okla.; H. T. Burns, Opera House, Apache, Okla.; Mrs. R. M. Downing, Crown, Collinsville, Okla.; Claude Thorp, Gem, Ryan, Okla.; William Copeland, Geary, Geary, Okla.; Roy Tidwell, Roxy, Barnsdall, Okla.; Jess Cooper, Lyric, Chelsea, Okla.; Henry Simpson, Princess, Bristow, Okla.; V. A. Wilkinson, Joy, Comanche, Okla.; John Sanders, Melba, Cleveland, Okla.; Jess Jones, Ritz, Crescent, Okla.; Crawford Spearman, Broncho, Edmond, Okla.; M. A. Harris, Sundown Drive-In, Edmond, Okla.; Mrs. Elizabeth Tucker, Cimarron, Guthrie, Okla.; G. E. Ortman, Ortman, Hennessey, Okla.; Mr. and Mrs. W. T. Henderson, Mawil, Medford, Okla.; Volney Hamm, Mount Scott Drive-In, Lawton, Okla.; Mrs. Myrtle Guthrie, Ritz, Clinton, Okla.; J. Rudolph Smith, Royal, Mt. View, Okla., and Virby Conley, Ellis, Perryton, Texas.

Mr. and Mrs. Amos Page, Avalon, McLean, Tex., returned from a vacation. Page is head man, Lions Club, where he sponsored the father-son day banquet. It was one of the biggest events ever held in McLean, and the newspaper devoted two columns on Page's wonderful work.

Mrs. Emma Gettler, mother-in-law of Tom McKean, Paramount salesman, passed away. She was buried in Hannibal, Mo. . . . Mrs. H. B. Skelton, Panhandle, Panhandle, Tex., moved to Temple, Tex., where she will teach school. Her son, H. B. Skelton, Jr., has taken over management of the theatre.

The Annual Turtle Derby, held by the Variety Club, Tent 22, was the most successful Derby ever held, and the Variety Club charity fund was increased by approximately \$30,000. The turtle of Hi Martin, division manager, U-I, Dallas, came in first, winning for him an Oldsmobile. The Boynton Electric Company's turtle won a \$1,000 savings bond, second prize, and KOTV, Tulsa, Okla., won third prize, a \$500 savings bond. Ralph Drewry, Tulsa, won a trip to California, all-expenses paid, for the largest number of turtles sold by an individual. Drewry sold 250 turtles. Leonard Kilfoy, Oklahoma City, came in second, winning \$180, and Sam Brunk, Paramount salesman, won \$144, third prize. Fred Sanders, Liberty National Bank, Oklahoma City, won a trip to California, all-expenses paid, for the highest percentage of sales for a team. He was captain of 11 men.

Carl Burton, 22 Drive-In, Fort Smith, Ark., was in for the Turtle Derby, and was the guest of the Slocums, Rocket, El Reno, Okla. . . . Mary Bidding, Columbia, Dallas, formerly of Columbia here, was in town.

L. C. Carter, Sunset Drive-In, Spiro, Okla., and G. M. Jennings, 81 Drive-In, Comanche, Okla., moved into their new homes which they built adjacent to their drive-ins. . . . Sam Brunk, Paramount salesman, took his band out to the T. B. Sanatorium to entertain the patients. . . . Ed Jones, Sand Springs Drive-In,

Tulsa, Okla., streamlined his concession stand, and is now installing the first seamless drive-in screen in Oklahoma. . . . Dan Snyder, RKO office manager, and his family returned from a vacation in Minnesota. . . . Mrs. Elizabeth Tucker vacationed. . . . Mr. and Mrs. Lamont King, King, Marietta, Okla., returned from a fishing trip at Aransas Pass, Tex.

Jerry Burns, son of H. T. Burns, Opera House, Apache, Okla., entered the University of Oklahoma, Norman, Okla., and his daughter entered OCW, Chickasha, Okla. . . . Mr. and Mrs. Wait Kerr, Platt, Sulphur, Okla., returned from Dallas. They brought along their grandson back with them. . . . Mr. and Mrs. B. J. McKenna, Oklahoma, Norman, Okla., announced the arrival of a baby girl, Elizabeth. . . . Truman Ellred, Ritz, Blanchard, Okla., has taken up gun collecting as a hobby. . . . Mr. and Mrs. Clint Applewhite, Liberty, Carnegie, Okla., vacationed in Colorado. . . . Frank Dove, Groom, Groom, Tex., opened a new law office in Panhandle, Tex.

Omaha

A neighbor sitting on his porch across from the neighborhood Lothrop foiled a burglary attempt. . . . Jimmy Pickett, manager, Rivoli, Hastings, Neb., since 1940 for Tri-States, has been appointed general manager, KHAS, Nebraska Broadcasting Company station.

Phil March, Wayne, Neb., exhibitor, and Ralph Fisher, U-I salesman, were part of a hunting party successful in shooting an antelope during the open season south. . . . Ted Emerson, veteran Tri-States employe, is back as manager, Omaha, following the resignation of Carl Hoffman.

Elaine Stewart, MGM starlet, opened a personal appearance tour boosting "Take the High Ground." . . . Pinky McIlvaine was reported to be getting along nicely following an operation. He is assistant manager, Brandeis.

Portland

Mrs. J. J. Parker reopened the United Artists on Sept. 17 with "From Here To Eternity." The theatre was modernized and renovated.

John Becker leased the Capitol for films and burlesque. . . . Columbia district chief John Tillman was in.

St. Louis

Dancers and other entertainers will have an opportunity to win \$3,000 in prizes in connection with the extravaganza which will be the first Harvest Moon Festival to be presented by the Variety Club at the Kiel Auditorium on Nov. 14 for the benefit of the club's Heart Fund charity, the St. Louis-St. Louis County Day Nursery Care Building Fund. A number of theatres in Eastern Missouri and Southern Illinois have indicated an interest, and will encourage persons in their areas to attend the big event. The committee chairmen for the Harvest Moon Festival are: General chairman, Edward B. Arthur; executive assistant, Howard Zulauf; legal, James H. Arthur; production, Tom

Canavan; printing, Albert H. Poos; auditorium, John Meinardi; ticket sales, Joseph C. Ansell; prizes, David G. Arthur; judging, Louis K. Ansell; newspapers, Clarence Hill; radio and television, Dick Fitzmaurice; theatres, Tommy James; outdoor, Paul Krueger, and program, Marvin Stiver.

Tom Bloomer, president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, reported that there has been a 90 per cent response from the membership to the hospitalization insurance program made available to members and employees through the Hardware Mutuals insurance companies. Myra Stroud, managing secretary, announced that the organization had forwarded \$3,459.52 to the Korean Relief Fund. The meeting also voted to endorse The St. Louis Globe-Democrat's safety campaign. The theatres will set up tables in lobbies to obtain signers for the safety pledge. Tommy James, vice-president of the organization, was host to those in attendance at the luncheon in conjunction with the meeting. As a token of appreciation of James' hospitality, those in attendance raised \$50 for the Greek Earthquake Relief Fund, and James was requested to forward this contribution through the Greek Orthodox Catholic Church. Various committee chairmen reported on plans for the annual meeting of the MPTO regional group to be held at the Sheraton Hotel here on Dec. 14 and 15. The gathering voted to make Harry L. Kaufman the official photographer.

Out-of-town exhibitors seen included: Judge Frank X. Reller, Wentzville, Mo.; Howard Busey, Jacksonville, Ill.; Eddie Clark, Metropolis, Ill.; Val Mercier, Perryville, Mo.; Russell Armentrout, Louisiana, Mo.; Mrs. Regina Steinberg, Madison, Ill.; A. B. Magarian, East St. Louis, Ill.; A. J. Williams, Union, Mo.; Tom Bloomer, Belleville, Ill.; Herman Tanner, Vandalia, Ill.; Ed Fellis, Hillsboro, Ill.; Paul Musser, Casey, Ill.; B. Temborius, Breese, Ill.; Charley Beninati, Carlyle, Ill.; Rani Pedrucci and Johnny Giachetto, Frisina Amusement Company, Springfield, Ill.; Bob Marchbank, Commonwealth Amusement Corporation, Washington, Mo.; Homer Hulsey, St. Clair, Mo.; Joe Goldfarb, Alton, Ill.; Leon Jarodsky, Paris, Ill., and Forrest Pirtle, Jerseyville, Ill.

The Rocky Marciano-Roland La Starza heavyweight championship bout will be televised exclusively here by Loew's State. . . . The Row was grieved to learn of the death in Los Angeles of Spyros G. Cardas, a former resident. He had been associated with the Skouras Brothers in their theatre operations here, managing the Missouri at one time.

Two men were arrested in the Melvin and booked by the police suspected of burglary and larceny.

F. T. Spencer, formerly a service inspector for Altec in the St. Louis territory, was promoted to field representative for Altec in the southwestern division.

The St. Louis Loge, Colosseum, named Bob Lightfoot, Allied Artists, midwest

zone committee, and Bill Sharpe, Paramount picture, president, to serve as its delegates at the national convention in the Jung Hotel, New Orleans, on Oct. 9, 10, and 11. Wally K. Gleason, Warners, was named alternate.

Salt Lake City

The Rose, Glendive, Mont., was burglarized, and at least \$160 taken. . . . A suit for \$1,600 was filed in Lewis and Clark County District Court by Tom London and Hoot Gibson against E. R. Munger, Helena, Mont. The actors charged Munger with refusing to comply with a contract which scheduled them to make personal appearances at the Vigilante and Sunset, Helena, and the Bridgeway Drive-In, Butte, Mont.

MGM branch head Carl P. Nedley was back from the studio meetings. . . . RKO's Ed Terhune is now with Community Builders.

San Antonio

Carlton Weaver, Jr., reported a nice response to his new policy of admitting children free to the drive-in.

Louis Cuellar was subbing for Edward Gray Edwards, booking chief, Clasa-Mohme film, while he was in west Texas. . . . Among the exhibitors in to book were: Gustavo Lavenant, Haydee, Dilley, Tex.; John Flache, Lamesa, Tex., who also owns the El Charro Drive-In, San Antonio, Tex.; Jose Suarez, Midland and Odessa, Tex., and T. L. Harville, Alice, Bishop, and Orange Grove, Tex.

The Varsity and Austin, Austin, Tex., staged "Back to School" matinees. . . . J. S. Thomason has taken over as the manager, Queen and Plaza, Wharton, Tex., owned by the Long Theatre Circuit. He succeeds George Belcher. . . . Forrest Dunlap, Dallas, Tex., purchased the Whitney, Whitney, Tex., which he built in 1940. Joe Sims has been named manager.

James H. Logan, ranch owner, purchased the Community Theatres, Fort Worth, Tex., from L. N. Crim. They include the TCU, Heights, Morgan, Liberty, and Ideal. B. D. Hust, and Ralph W. Drury remain with the new owner. Hust is manager, Liberty, Ideal, and Morgan, while Drury is manager, TCU and Heights. . . . Owen Killingsworth, owner, Athens Amusement Company, and associate with the R. N. Smith Circuit in the Rio Grande Valley, died from injuries received in an automobile accident. . . . Bob Harris has been appointed manager, Palace, Ritz, and Tower Drive-In, Memphis, Tex., according to Hollis Boren, owner. T. J. Cherry has taken over the management of the Hedley, Hedley, Tex., formerly managed by Harris.

The Triangle Drive-In, Ozona, Tex., has been reopened by W. V. Adwell. . . . The Pines Drive-In, Nacogdoches, Tex., owned and operated by Mr. and Mrs. Kenneth McFarland, observed its first anniversary. . . . Mr. and Mrs. Paul Horton opened the new Redwood Drive-In, Overton, Tex. It has a capacity of 102 cars. . . . The new Tex Drive-In has been opened at Port Arthur, Tex. It has a capacity of 500 cars. Owners are

Howard L. Arthur, Robert M. Rogers, and Jack W. Wooldert, Jr., operating the Tex Drive-In Theatre Company. Arthur has been named manager.

A. J. Schmitt, owner, Houston Popcorn and Supply Company, Houston, Tex., was named general program chairman for the jobbers-distributors session of the International Popcorn Association convention in Chicago. . . . Roy Burke, Plains, Tex., his wife, and two sons were hospitalized at San Angelo, Tex., from injuries suffered in an automobile accident.

Mrs. Paul J. Poag returned to Del Rio, Tex., from Dallas. . . . B. L. Huckabee announced plans for the opening of a new Spanish language theatre at O'Brien, Tex.

P. A. Wiggins purchased the Tex building, Burkburnett, Tex., from Louis Littlefair. It will be converted into a commercial business. . . . Melvin Wilson, manager, Jefferson Amusement Company, Port Neches, Tex., started a special teen-ager price at the Neches, Port Neches, and the Center, Nederland, Tex. A special coupon book is sold to youngsters from 12 to 17 for \$2.50. Tickets entitle the student admission to the theatre for 40 cents to all shows except roadshows and midnight showings. Children's prices at the two theatres have been raised from nine cents to 14 cents, including tax. Admission for adults at the Neches is 60 cents Monday through Saturday to 6 p.m., with 65 cents Saturday nights and Sunday.

Frank Crozier has been appointed house manager, Nacional. . . . William Elder, formerly of Dallas, rejoined the Sumners Theatre Circuit.

San Francisco

The Seattle office of the Army and Air Force Picture Service closed, and the Army and Air Force theatres were transferred to the San Francisco regional office, Army and Air Force Motion Picture Service, room 316, 83 McAllister Street. Dilwyn L. Boyden is the manager of the San Francisco regional office.

Russell Beach is the new general manager, Sunny Mount Theatres, replacing Bruno Vecchiarelli. . . . Golden State Theatres, through division manager W. W. Covert, announced a "Family Bargain Night" inauguration, admitting any family of any size to the Granada, Amazon, and Serra any Tuesday night for \$1. . . . John Hurley, partner of John Bowles, booking agency and owner of a theatre at Firebaugh, Cal., was on sick leave. . . . New at Columbia is Murna Armos. . . . Jack Allen, manager, Stage Door, made a successful tieup with the Nippon Fish Company for "The Sea Around Us," with the result of acquaria in the outer and inner lobbies.

New in the shipping department of National Screen Service are Robert Merman, Louis Conti, August O'Lague, and William Fratini. . . . The Telenews will bring in the world premiere of "Teen-Age Menace," the first factual documentary on dope addiction by juveniles,

according to district manager John Parsons. Other Telenews highlights center around the untitled picture to be filmed. The film, on bull fighting, will be the second Parsons production for Telenews, the first one being "Narcotic Dens of the Orient." . . . Joseph Novitzky, Telenews manager, was vacationing by driving a 1910 automobile back to Cleveland for the Ford Motor Company anniversary show. . . . Mike Vogel, U-I, was in town making plans for "The All American," St. Francis. . . . The red carpet preview of Paramount's "Little Boy Lost" at the St. Francis, saw district manager Earl Long lay a new red rug running from the curb in front of the theatre to the inner lobby.

State visitors were John Bowles, Firebaugh; Don Donohue, Novato, with his daughter, Leslie; Robert Patton, Sonoma, and Lester Blumberg, Los Angeles. . . . William Greenbaum, Film Booking Agency of Northern California, is doing booking for the Chabot, Castro Valley, Cal.

Rotus Harvey, president, Western Theatre Owners, writing in the organization's monthly digest, stressed the point that the WTO has "always been strongly in favor of arbitration, and still believes in it."

Seattle

A star-studded world premiere for "Those Redheads From Seattle," Paramount's first 3-D musical, was set for the Paramount. A plane-load of stars, including Rhonda Fleming, Agnes Moorhead, Gene Barry, Roscoe Ates, and the Bell Sisters, arrived from Hollywood to join in colorful parades and celebrations.

Phil Blake recently transferred from the U-I San Francisco office, has taken over as U-I office manager-head booker, replacing Charles Rosemeyer, named a salesman. The new Phil Blake is not to be confused with Phil W. Blake, manager, Manley-Burch Popcorn Company.

Carrol Barney sold his Olympic, Arlington, Wash., to C. Compston, from the midwest. . . . Jack J. Engerman and Zollie Volchok, Northwest, returned from Hollywood, where they attended a Lippert regional meeting.

The downtown Embassy, under the ownership and direction of Joe Danz, was 27 years old. . . . The Pix, Cheney, Wash., reopened under the operation of E. W. Landry, who used to own it. The account is handled by Saffle's Theatre Service. . . . B. C. Fritz, insurance agent, who recently passed away, was well-known on Film Row. . . . Bob Long, formerly organist at the Rivoli, moved to Portland.

El Keyes, Evergreen executive, returned from a vacation during which he drove his daughter to Pullman, Wash., where she is entering Washington State College. . . . Corbin Ball, Columbia Basin Circuit, with state theatres in Ephrata, Moses Lake, Soap Lake, Quincy, and Othello, was in. Other state visitors included Al Meakin, owner, Rivoli; Al Fernandez, Clallam Bay; Howard Taylor, Sequim, and Merlin Toland, Ritz and Rex, Spokane.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Several hundred local civic, business, and political leaders sold a special edition of The Times-Star on "Old Newsboy Day" for the benefit of the Variety Club's Foundation for Mentally Retarded Children. As a result of last year's drive, the number of teachers of retarded children was increased from one to five in special classes in residential areas of the city, but there still is a waiting list of more than 200 for these classes.

Away on business were Harris Dudelson, Lippert division manager, to Detroit; Gene Tunick, president, Tunick Releasing Company, to a Lippert sales meeting in Chicago, and P. K. Wessel, treasurer, States Film Service, to Indianapolis and Cleveland.

James Frew, U-I district manager, and F. J. McCarthy, southern and Canadian sales manager, visited the local exchange, while Cliff Parker, president, Alexander Film Company, Denver, and Bob Lee, company sales representative, called at the office of the Chakeres Circuit, Springfield, O.

Vacationing were Michael H. Chakeres, general manager, Chakeres Circuit houses, Springfield, O.; Charles Ackerman, local exhibitor; Edna Ossage, secretary to E. M. Booth, MGM branch manager; Helen Fitzwater, secretary to Philip Fox, Columbia branch manager; Lucille Schmolt, Midwest Theatre Supply office manager; Mildred Wilmer, Manley, Inc., office manager; Dena Cooper, Realart bookkeeper; Bud Camery, MGM booker; Eli Katsich, MGM salesman; Edna Trestle, Allied Artists stenographer; Laura Finney, 20th-Fox head inspectress, and Bertha Ruhstaller and Vernice Burchan, States Film Service inspectresses.

Exhibitors in were Malcolm Lowe, Parkersburg, W. Va.; Harvey Lane, New Haven, W. Va.; John Joseph, Salem, W. Va.; Jack Ncedham, Columbus, O.; Harvey E. Bennett, Circleville, O.; Floyd Williamson and Mr. and Mrs. Robert Epps, Dayton, O.; Dan Quitilla, Bellefontaine, O.; Roy Waller, Zanesville, O.; Dorman Law, Roseville, O., and Harry Wheeler, Gallipolis, O.

Jean Brille is now cashier for Tunick, replacing Rose Nordman, resigned. . . . Jacqueline Walters is the new Columbia boxoffice clerk. . . . Dickie Linhan has been appointed assistant to Mae Scholle, office manager, States Film Service. . . . Walter Mergenthal is a new assistant shipper at 20th-Fox, replacing Robert Brown, who joined the marines. . . . Frank Kelly, Jr., whose father is a 20th-Fox booker in Philadelphia, is now a States Film Service shipper, replacing Julius Brown, who also enlisted in the marines.

While on a fishing trip to Rocky Fork, near Hillsboro, O., Harris Dudelson, Lippert division manager, and Nat Kaplan, exhibitor, caught 17 bass.

Chakeres Circuit houses in Springfield, O., got a tough break during the recent heat wave. Because of water shortage, air-conditioning equipment had to be turned off, with numerous fans providing a poor substitute.

Jean Scholle, daughter of Mrs. Mae Scholle, States Film Service office manager, resumed her studies at Eastern Kentucky State College.

Cleveland

Robert Rhodes, manager, Shea's Colonial, Akron, O., and Jack Hynes, manager, Shea's Paramount, Youngstown, O., were in New York to attend the opening of "The Robe." In bringing these managers to New York for this occasion, Gerald Shea, president, Shea Circuit, announced that both Akron and Youngstown, would be the lead-off houses in the circuit with the presentation of "The Robe."

Frank Arena, Loew's Ohio branch manager, was spending six weeks in Tennessee and Texas as a relief manager. During his absence, State manager Sam Shubouf is looking after both the State and the Ohio. . . . Leo Gottlieb, Lippert franchise owner, was in Chicago attending the company's regional sales meeting.

It wasn't speakers that a thief took from Milo DeHaven's Woodville Drive-In, but something much more practical, 35 pounds of coffee, a coffee maker, and two hot plates.

The Bookers and Cashiers' Club is holding a clambake on Sept. 28 at Schluter's Tavens. President Herbert Horstemeier is in charge. . . . Vincent Lauter installed a wide-screen in his West, Barberton, O. Most of the installation work he did himself.

Loew's Granada suffered no damage from a street explosion of unknown origin. To be on the safe side, the theatre was closed one evening.

A daughter, Marcy Lynn, was born to Jenny Eisner Elliott, Film Row secretary. . . . Ira Sichelman, 20th-Fox sales manager, Washington, D. C., his wife, and Mrs. Jack Sichelman, were weekend guests of United Artists branch manager David Rosenthal and Mrs. Rosenthal. . . . Also here for the weekend was Joel Golden, now with AA in Pittsburgh.

Edward Heiber, U-I branch manager, is back from Toronto. . . . E. C. Pearson, MGM regional director of advertising and publicity, brought back plenty of enthusiasm from the coast meeting.

"Martin Luther" will shortly be seen in this area. Nat Barach, manager, National Screen Service, through which the picture is being handled, reports the following state bookings: Warner, Youngstown; Strand, Akron; Ohio, Canton; Ohio, Mansfield; Loew's Esquire, Toledo; Shea's Ashtabula; State, Conneaut, and Loew's Ohio, Cleveland.

John Kurner, Loew's Stillman stagehand for the past 25 years, joined the leisure class. He resigned, and is moving to Daytona, Fla.

Two new drive-ins will be built if plans materialize. Alex Fodor, realtor, has announced an extensive building project in Brooklyn, at Broadvue and Schaaf Roads, to include 50 homes, three apartment houses, and an outdoor theatre with facilities for 1300 cars. . . . The village of Middleburg, O., issued a permit to James J. Barton to build an outdoor theatre. Both Brooklyn and Middleburg are suburbs of Cleveland.

What to do with the baby when you want to see a film was recently solved by the parents of a nine-month-old child. They just parked it in their car in the theatre parking lot. It recently happened at the Berea, Berea, O., where manager Don Jacobs was notified by the parking lot attendant that a baby was crying in one of the cars. Jacobs announced it from the stage, and the parents left to rescue their infant.

S. P. Gorrel and Leonard Mishkind, who operate General Theatres Circuit, boosted admissions five cents at the Garden and Southern. . . . Ben L. Ogron, Ohio Theatre Supply, who installed wide-screens in the Lake, Vine, Mayland, and Berea, contracted with Modern Theatres to install similar equipment in seven state theatres, the Ezella, Madison, Lorain-Fulton, Beach Cliff, Medina, Medina; Parma, Parma, and Galion, Galion.

Luke P. Media, 86, remembered by the oldtimers as owner, Savoy, died.

Under the sponsorship of the Junior Chamber of Commerce religious services were held in two outdoor theatres for some 370 shut-ins. Catholic services were at the Cloverleaf Drive-In and Protestant services at the Auto Drive-In.

Vernon E. Hostetter, 50, a veteran Toledo, O., projectionist, died following an illness of 10 days.

William N. Skirball, Skirball Brothers, leaves shortly for a trip to England and the Continent. Object of the trip is to survey the market and to arrange for continental showings of "The Birth of a Baby."

Edward Heiber, U-I branch manager, has been moved to Philadelphia, to fill a similar post. He is succeeded here by Carl Reardon, moved from New Haven.

Detroit

W. P. "Bill" Kirchner, Belvil, Belleville, Mich., lent a hand during the heat wave when the water supply dwindled. Kirchner offered the facilities used to air-condition his theatre.

Wilfred, Jae, Hugh and Hubert Kitchen, who own A-K Theatre Company, together with other local businessmen established the new Triad Television Corporation, and applied to the Federal Communications Commission for channel 10 to service central Michigan, including Battle Creek, Lansing, and Jackson.

Elaine Stewart, MGM star of Dore Schary's "Take The High Ground," was

in as part of her 16-city tour. She attended the police chief's convention and was given an honorary title, "The Most Wanted Girl in America." Accompanying her was Frances Lane, home office publicity department.

Dillon M. Krepps, United Artists, did something unusual when good business justified holding 20th-Fox's "Gentlemen Prefer Blondes" for a seventh week. The house had advertised "Mister Scoutmaster" for a premiere engagement, and so decided to hold the premiere plus the regular film. Two showings of "Scoutmaster" were given in the evening, with "Blondes" sandwiched between them. The next day, "Blondes" continued as a single, with "Scoutmaster" set to follow a week later.

The Michigan Alliance of the IATSE met in Lansing. Another meeting will be held, in a spot to be announced on the second Tuesday in November, according to President E. Clyde Adler. . . . "The Robe" premiere will be at the Fox, and manager David Idzal attended the New York opening prior to the Detroit Oct. 2 showing.

In the record run of 26 weeks, "This Is Cinerama" has only suffered four mechanical breakdowns. This is remarkable. Edward A. Miller is projection chief.

Harold Muir and Norman Fisher, Burnside Drive-In, Burnside, Mich., were in to report loss of their safe and all records.

Alice Gorham, United Detroit publicity director, returned from Thunder Bay, Mich., in time to be in on the opening of "Thunder Bay," Michigan. . . . Stanley Baran, Allied Artists booker, is looking for bowlers. He and Bob Buermele, General Theatre Service, and Dave Kaplan, Theatrical Advertising, are after a league among the trade.

Former MGM David Morgan is now with Columbia as student booker. . . . The schedule of Cinerama has been stretched out another showing. Henceforth, the added showing will be on Tuesday afternoon, bringing the total to 15 per week.

German POW's are asked to contact the Michigan with any and all relics they have of prison days. Jack Sage, manager, planned to hold a lobby display in connection with "Stalag 17". . . . Ernie Chrysler visited with his daughter at the Fort Lauderdale, Fla., southern branch of Detroit. . . . Niel Talling left the Krim, Highland Park, Mich., for a crack at collegiate public relations at Howe, Ind., Military School. When Glenn Harnenden, Cinerama projectionist, faced the Michigan Optometric Conclave, he had with him Bill Green, publicist, to back his words.

Gordon Campbell is now in Cleveland, leaving his RKO sales territory divided among George Sampson, John McMahon, and Frank Jones. . . . Robert DeMartino is doing special assignments in Indiana for Movican Motion Picture Service. . . . Robert B. Tuttle, partner in the Sky Drive-In, Adrian, Mich., was in town practicing booking with Bill Clark's

office. . . . Adams manager, Norman Meyers looks for his 50th and his grandson's first birthday.

Ann O'Donnell, Dezel office manager vacationed in Wisconsin, tantamount to a Californian vacationing in Florida. . . . "The Golden Blade," "The Actress," and "The All-American" all premiered in Detroit. "The Golden Blade" brought Piper Laurie, another "Detroit's Own." . . . Two hundred wives of conventioning police chiefs were guests of the Music Hall for "This Is Cinerama." . . . Forrest Thrasher, Adams, and Ann Rogell, General Theatre Service, were making personal merger plans.

David Mundstuk, independent distributor, former operator of Crescent Pictures, died. He is survived by Jack Mundstuk, Buffalo MGM manager, and a daughter, Mrs. Ned Krause. . . . James DiFalco, 67, Colonial, passed away. James, Jr., and Richard, his sons, survive.

Indianapolis

Walter Wolverton, manager, Circle, has been made assistant to the general manager, Greater Indianapolis Amusement Company. Dallas Schuder, former manager, Keith's, succeeds him as manager. . . . George Landis unveiled the first wide-screen in local neighborhoods to show "Shane" at the Uptown.

Plans for the annual convention of Allied Theatre Owners of Indiana, were made at the Allied of Indiana board meeting. . . . The mother of Herman Morgan, Republic salesman, was confined to General Hospital. Her condition is serious. . . . Chris Winkenhofer, Gem, Huntingburg, Ind., met his death when he fell. He was 60.

The all-media drive in honor of manager Claude McKean, Warners, is going over with a bang. His many exhibitor friends have come to the rescue.

The Pastime, Richmond, Ind., operated by Al Blankenbaker, changed its name to the Reno. . . . William T. Studebaker, Logan, Logansport, Ind., returned from a fishing trip in Canada. . . . J. R. Neger, branch manager, Kansas City, 20th-Fox, came here on a flying trip. . . . George Lindley Landis, son of George Landis, Amusement Enterprises, has been released from the army, and has returned home. . . . Thelma Strickler, cashier's clerk, 20th-Fox, returned from a vacation.

The convention delegates of the Colosseum, will be Kenneth Dotterer, Herman Hallberg, and Jack Meadow, alternate. . . . Rush Williams, United Artists office manager, was vacationing. . . . Matt Scheidler, Hartford, Hartford City, Ind., attended the wedding celebration and ceremony of his niece. . . . Al Blankenbaker, Reno, Richmond, Ind., returned from a fishing trip. . . . Fletcher Brewer, Hoosier exhibitor, went to Cape Cod and returned with family. . . . Jack Sloan, State, Windfall, Ind., returned from a fishing trip. . . . Mrs. Marjorie Baker is the new manager's secretary at U-I.

"Hannah Lee," Realart, has been booked for the Mary Anderson, Louis-

ville, Ky. . . . Joseph W. Bohn and wife went to Cincinnati to celebrate his birthday. . . . Pete Mallers and his wife went to Chicago. . . . The garage of James Griffis, Boswell, Ind., was completely destroyed by fire. . . . Henry Hermanson, Brook, Brook, Ind., will again teach school this year.

The audience at the Ritz, North Manchester, Ind., sat undisturbed through a picture unaware that an electric fan motor was burning in the projection booth. Donald Sims, the boothman, had the blaze extinguished quickly, but the fire department had been called too.

Exhibitors seen were: James Ackron, Noblesville Drive-In, Noblesville, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Matt Scheidler, Hartford, Hartford City, Ind.; Vic Burkle, Rialto, Fortville, Ind., and James Bottom, drive-in, Oakland City, Ind.

The Indianapolis Endorsers of Photo-plays had a luncheon, and opening of the meeting in the Hotel Lincoln. Mrs. Walter Geisel, president, presided. Approximately 75 active members and friends attended. Marc Wolf and Claude McKean gave talks on motion pictures, management, selling, and other interesting subjects.

Pittsburgh

Both the Stanley and J. P. Harris announced plans for handling the TV of the Marciano-La Starza fight. Tickets are being sold at \$3.50, but standees will not be admitted.

Angelo Diodati, projectionist, Loew's Penn, is flying to Italy to visit his parents.

The J. P. Harris completed installation of the necessary equipment needed for showing "The Robe," opening on Sept. 30. . . . Due to a locked booking, Columbia will open "From Here To Eternity" at the Stanley. The Stanley will give the Harris a top feature at a future date for releasing "Eternity."

John H. Harris, Jr., has matriculated into LaSalle University, Philadelphia. . . . Jerry Smith, recently discharged from the army, is the new student assistant manager, Ritz. . . . Eileen Wadding, Warner booking department, and Lieutenant Paul Caine, air force, have not yet set the date for their marriage. . . . Frank Allen is scheduled to be in on Oct. 6 for advance work on "Mogambo," Loew's Penn.

Joe Vance is replacing Ken Sutton as assistant manager, Stanley, following Sutton's resignation. Vance is moving from the Hollywood.

Members of the Colosseum held their monthly meeting. . . . A. K. Vaveris gives up his lease on the Rivoli, South Fork, Pa. Richard Neff, who manages the Ebensburg, Pa., and Cresson Pa., theatres for the owners, has not yet announced future plans for the house.

Claire and Bob Ruskin, Paramount salesman, was having friends in from New York for the baptism of their daughter, Stacy Ann, born two months ago.

NEWS OF THE

Territory

Boston
Crosstown

The RKO Keith Boston is the next downtown house to be converted to 3-D, wide-screen, and stereophonic sound.

Jay Golden, RKO division manager, came in from Rochester, N. Y., to oversee the new booth and screen installations at the RKO Boston.

The TransLux contest is completed, with manager David Kaplan reporting that more than 400 letters were turned in to the theatre answering "Why I Like The Movies."

The Beacon Hill added some "arty" schemes. Managing director Sam Richmond and assistant Harry Harding planned a series of exhibits of oil paintings through the courtesy of the Margaret Brown Galleries. Each exhibit will last two weeks. Arrangements have also been made for a florist to place special floral displays in the lobby, while the Allen School of Modeling will supply two attractive models to act as receptionist and taker of ticket stubs. The girls will be dressed in evening gowns sponsored by a leading womens specialty store. Six models have been hired, two working at a time.

As a highlight of the Allied convention, Polaroid will give a demonstration of its new synchronization monitoring and control devices for 3-D at the University, Cambridge, Mass., on the morning of Oct. 7. Buses will take exhibitors from the Sheraton-Plaza Hotel to the University. Polaroid is also offering a door prize, a Polaroid Land camera, complete with accessories.

The Warner, Lynn, Mass., damaged by fire, will be rebuilt and redecorated. Joe Liss, district manager, and Roy Beckman, manager, rushed through plans and preparations for the closed Waldorf, also a Stanley Warner theatre, to reopen for the Labor Day show. This was accomplished by superhuman efforts on the part of a crew of cleaning women, carpenters, and workers to carry the projection equipment from one theatre to another so that Labor Day afternoon, the same bill which was to have played the Warner was in full swing at the Waldorf. Fortunately, the projection booth was untouched by flames and water at the Warner fire.

Frank "Bunny" Allen, famous "white hunter" who led the safari during the filming of MGM's "Mogambo" in Africa, was in on a 15-city lecture tour accompanied by Morgan Hudgins, MGM publicist, who was also on the safari.

The engagement has been announced of Otis Sherman Page, Jr., son of the owner-operator, Lincoln, Damarsicotta, Me., to Allegra E. Love, Goshen, N. Y.

Maurice Safner, Rhode Island exhibitor, came into town with his grandson,

Richard Stonberg, going into the third grade at Rivers School, Brookline, Mass.

Mr. and Mrs. Michael Fasano, whose Cummings, Fitchburg, Mass., is up for sale, were in.

Joe Rapalus, who operates the Majestic, Easthampton, Mass., wanted to discover more about the industry so he took himself off to Hollywood for a vacation. He visited Frank Linnehan, former owner, Bijou, Holyoke, Mass., now a government inspector in Hollywood, and his old friend, Steve Broidy, AA president. Both men took him around to the main studios. Rapalus believes that by the end of 1953, much of the backlog of inferior or experimental films will be gone, with only better ones replacing them. "Don't shutter your theatre yet," is his admonition to any exhibitor considering closing at this time. "Business may be dull and discouraging today, but I have brought back with me a strong feeling of optimism. The producers that I talked with are looking at the pictures from the theatremans point of view as well as their own, trying to produce films that will make money for us and for them. Believe me, this is the first time since the lush war years that I have felt optimistic about our future, and this is at a time when my own personal theatre is no better off this year than it was last year at the same time. I believe we will see a decided change of product, and the quality will be emphatically improved."

Film District

John McGrail, U-I publicist, who has been bothered with an ulcerous condition for several years, has made a date for surgery, and will be operated on at the Carney Hospital, causing his absence from his desk for two months.

John G. Moore, promoted to assistant eastern division manager for Paramount, will be honored at a testimonial luncheon at the Hotel Bradford tonight (Sept. 23). The affair is sponsored by the Variety Club, with Bill Koster, executive director, in charge. Samuel Pinanski, president, American Theatres Corporation, is to be toastmaster. Moore has been branch manager for six years. The committee on arrangements includes James Marshall, Mrs. Harry Lydecker, Harry Rogovin, Al Swerdlow, Ralph Snider, Benn Rosenwald, Al Daytz, Harry Segal, Arthur Howard, Martin J. Mullin, E. M. Loew, Tom O'Brien, Haton Taylor, Ralph Ianuzzi, Myer Feltman, and Ben Abrams.

Dorothy Sherman has been added to the cashier's department at the Warner exchange. . . . Harold Gazzaniga, who attended Georgia Tech for two years after army service, is a new student booker at Paramount. He makes his home in Marlboro, Mass.

Joe Mansfield, UA publicist, became a father again when Helen Mansfield gave birth to a third son at Saint Elizabeth's Hospital, Brighton, Mass.

Mary Keaney, bookkeeper-cashier, Affiliated Theatres, was married at St. Peter's Church, Dorchester, Mass., to Richard Cahill, with a reception follow-

ing at the Womens Club. She will return to her Affiliated desk.

Affiliated Theatres Corporation is now handling the buying and booking for the Marshfield Drive-In, Marshfield, Mass., completed in July by owners Frank Calvi and Albert C. Oliver of Marshfield. Affiliated will also add the Caribou, Caribou, Me., to theatres for which it buys and books in October, when the theatre will reopen under new management. Clifford M. Morgan, Caribou, Me., has taken a long lease, and is now modernizing it.

Capitol Theatre Supply Company takes credit for installing the largest Miracle-Mirror CinemaScope screen in New England at Phil Smith's Cinema, Framingham, Mass., in the Shoppers World. The screen, 58 feet wide and 21½ feet high, larger in size than that installed at the Keith Memorial, Boston, which is 51 feet wide and 20 feet high. The Cinema screen has a Selby tubular steel frame with wraparound ends. Smith Management Company, operator, Cinema, was quick to take advantage of the large screen by advertising it extensively. Capitol Theatre Supply is expected to install stereophonic sound later.

New Haven
Crosstown

Morris Rosenthal, Loew's Poli, and his assistant, Charles Gaudino, lined up a nice campaign for "From Here To Eternity." . . . Stereophonic sound has been installed at the Poli. . . . Ken Myers, Poli, was a vacationist. . . . When the Charles Gaudinos got near Pensacola, Fla., on their recent trip south, they changed their mind about going to Mexico City, and did a grand tour of Florida. It wasn't car trouble which changed their plans, just the Florida beauty. . . . Jack Brassil, Poli, was back from a vacation.

George Harrison, the 84-year-old aide at the Paramount, received a news story in The Bridgeport Herald. . . . Nick Lonetti, formerly at the Commodore Hull, Derby, is assisting Irving Hillman at the Roger Sherman. . . . For "City That Never Sleeps," Sid Kleper, College, had a sound truck circle the streets. . . . The success of the North Haven Fair may be attributed quite a bit to the good publicity and advertising program arranged by Franklin Ferguson, who also manages the Whalley. . . . A "Mickey Mouse" 25th birthday free movie party was held at the Whalley through cooperation with the Co-Op Food Store.

Meadow Street

The three girls from Rome, Italian models, arrived for an intensive schedule for IFE's "Three Girls From Rome." The beauties were greeted by Mayor William C. Celentano, and made appearances on television programs and on the stage of the Crown, where "Three Girls From Rome" opened.

Among those who attended the farewell party to Jules Livingston, Republic branch manager, recently transferred to the St. Louis branch for Republic, were: Sam Germain, Earl Wright, Alex Schmil,

Jim McCarthy, Larry Germaine, Harry Feinstein, Jim Bracken, Joe Minsky, Hymie Levine, J. Lapidès, Sal Adorno, Bernie Menschel, branch managers of the various exchanges, and others. The affair was held at Kaysey's, and also at that time George Somma, office manager, Republic branch, was announced as being promoted to the acting manager to fill Livingston's vacancy.

Installations of wide-screens and stereophonic sound are taking place at a faster rate. In addition to the Poli, other houses getting the stereophonic sound are Paramount, here, and Allyn, Hartford.

Lou Phillips, Capitol Theatre Supply, Boston, installed the wide-screen at the Lincoln, and also set the new RCA wide arc lamphouses and rectifiers at the Beverly, Bridgeport. . . . Ralph Mauro, National Theatre Supply, was also busy with wide-screen and sound.

Arthur Lockwood was in town from Boston, meeting with Sam Rosen and Ted Jacocks. . . . Joe Morcali, RKO booker, resigned to go to Teachers College. . . . Mrs. Bill Canalli, wife of the popular RKO salesman, is recuperating after a hospital stay. . . . The Rialto, South Norwalk, policy is Friday evening, Saturday matinee and evening and Sunday all day. . . . The Strand, Winsted, had a change of policy to matinee on Friday, and no matinees Mondays through Thursdays. Evenings are continuous from 6:30, and Saturdays and Sundays are continuous.

The State, Waterbury, had an early opening on Sept. 16 for "From Here To Eternity" to take care of the industrial workers.

Concetta Ann Maraucci, RKO, was married recently to Angelo Riccitelli at the St. Mary's Roman Catholic Church. Friends attended the reception at the Italian American Club.

The Meriden Court of Common Council gave the go-ahead signal to the owners of the Meriden for the construction of an open air theatre, to work simultaneously with the indoor theatre adjacent to the proposed outdoor spot. . . . The Art, Hartford, closed, reopened with Pasquale Buchierri as manager. . . . A benefit show at the Post Drive-In will be for the East Haven Auxiliary Police. . . . I. J. Hoffman is a member of the New Haven Gridiron Club Executive Board, which arranges for the Gridiron dinners held during the Yale football season.

Harold Saltz, former sales manager in Philadelphia, was named branch manager of U-I succeeding Carl Reardon, moved to Cleveland in a similar capacity.

Circuits

Loew Poli

The press, radio, TV personal appearance get-together featuring Frank Allen, in conjunction with "Mogambo," was cancelled because of the Jewish holiday period. . . . Division publicity director Lou Brown returned from a Virginia vacation. . . . The Poli, Springfield, Mass., was closed for one day during the installation of new wide-screen equipment. . . . Division manager Harry

F. Shaw expects to have his circuit completed with wide-screen and stereophonic sound.

Variety Club

New Haven, Tent 31

A monthly meeting was held at which time the boxing show report was given and other plans announced. The "Hymie" Levine 75th birthday dinner dance at the Waverly Inn, Cheshire, on Oct. 7 was also reported getting many reservations.

Connecticut

Hartford

Some 50 persons were in attendance at an informal gathering at Frank's Restaurant honoring Jim McCarthy, Stanley Warner Strand manager, promoted to Connecticut district manager for SW. Among those on hand were: Ray McNamara and Allan Cantwell, Allyn; George E. Landers, and Larry Pelletire, E. M. Loew's; Lou Cohen, and Norm Levinson, Loew-Poli; Fred R. Greenway, and Albert R. Lessow, Loew-Poli Palace; Jack A. Sanson, McCarthy's successor at the Strand; Tom Carey, Carey Theatrical Enterprises; Vince Capuano, and Tom Grace, Perakos Theatre Associates; Morris Keppner, and Barney Tarantul, Burnside Theatre Corporation; Rube Lewis, and Charlie Obert, Local 84; Henry L. Needles, and others.

Wilbur Neumann, Interstate Theatres, was appointed chairman of the "Jimmy Fund" drive at Putnam. . . . There was no opposition to a proposed change of zone from general residence to commercial involving South Broad Street, Meriden, property, at a public hearing before the by-laws committee of the Court of Common Council. Judge Wayne W. Sargent, representing Nick Kounaris and Paul Tolis, Kounaris-Tolis Theatres, was the only person at the hearing. The move paves the way for immediate construction of a Kounaris-Tolis drive-in, to be situated adjacent to the Meriden, a standard, four-wall house.

Two suits involving a total of \$1,600,000 have been filed in New York federal court by Mrs. Frances Lampert, manager, Glastonbury, Glastonbury, who claims that two of her compositions have been plagiarized. Mrs. Lampert, sister of Morris Keppner, Burnside Theatre Corporation, East Hartford, alleges that the music to "Song from Moulin Rouge" and "Cause I Love You," was written by her and claimed by others. Her counsel, attorney Otto Friedman, said he recently filed suit for \$1,100,000 on her behalf against Broadcast Music, Inc., and several major record companies. Friedman claims that Mrs. Lampert's tune, "I Want You To Know," copyrighted in 1951, was infringed on in the "Song from Moulin Rouge."

Norwich

Assistant manager Tillie Pysyk, Loew-Poli, tripped to New Hampshire on her vacation.

Massachusetts

Holyoke

A two-month strike of projectionists at the Suffolk was settled with both

parties satisfied over the decision, with two men, instead of four, in the booth, according to manager Paul Kessler. A similar situation also prevailed at the Majestic, which reopened after a summer closing.

Springfield

W. Harley Rudkin is back at his theatre desk on The Daily News after a vacation, during which he and Mrs. Rudkin visited New York to see the new shows.

Harry J. Fischer, formerly associated with the Court Square is now assistant, Paramount. . . . Muriel Rosenthal, Nancy Ludden, Joyce Brauns, Richard Carr, Lawrence St. Germaine, Katherine Hanrahan, June Brissette, and Joan Marshall are among the new Paramount personnel.

CAPITOL NOTES — David Sherman, assistant, was transferred to the Stanley Warner Strand, Hartford, Conn. . . . Kenneth Graham, Art assistant, is now here. . . . Mrs. Mary Jane Alder replaced Mrs. Shirley Newsome. . . . Manager Ande Sette is marking his 15th anniversary at this house. . . . Attending the Stanley Warner showmanship drive in New Haven were Sette, David Sherman, and Robert Bengle.

Local open-air have been subjected to a new type of vandalism, theft of plastic letters from marquees.

John Smith, Art, returned from a vacation. . . . Eleanor Tangrady is new at the Art, replacing Geraldine Berube. . . . Ralph Carezza, Bijou manager, is back from a vacation.

New Hampshire

Concord

The impact of outdoor theatres on highway safety will be studied by the Legislative Council, it has been voted. James C. Cleveland, New London, N. H., is in charge of the investigation. . . . Catholic War Veterans throughout the state have been alerted to oppose the showing of "The Moon Is Blue" in their communities. In Manchester, theatres must obtain approval from the license committee of the Board of Mayor and Aldermen before showing any film not on the approved list of the League of Decency.

Hillsboro

Francis J. Cahalan, new manager, Capitol, is a 35-year veteran in the trade, having spent 18 years with the Magnet, Claremont, N. H., and the Concord Drive-In, Concord, N. H.

Lebanon

The Opera House reopened after closing to install wide-screen and stereophonic sound.

Meredith

The Key announced that all programs will be double feature from now on.

Newington

Contributors to the "Jimmy Fund" at the Newington Outdoor Theatre were given tickets good for a chance for prizes donated by merchants.

NEWS OF THE

*Territory***New York City****Crosstown**

Samuel Cohen, foreign publicity director, United Artists, returned from a five-week business-vacation trip to Europe.

Uda B. Ross, Westrex Corporation director for Latin America, left for Caracas to review the operations of Westrex Company, Caribbean, in Venezuela.

Michael Myerberg purchased the seven story, 50,000 square foot elevator building at 216 East Second Street as the permanent home of Michael Myerberg Productions, Inc., producer of feature motion pictures and TV films. Currently being produced at this location is "Hansel and Gretel," a full-length color film featuring the producer's patented, electronic, life-like puppets.

Bridget F. Cassidy, mother of John A. Cassidy, RKO Theatres, died at Astoria General Hospital. She would have been 79 on Dec. 1. Surviving are her son and two granddaughters.

Sylvia Racine, 20th-Fox home office publicity department, became engaged to Ben Safran.

Max Roth, head, Capital Film Exchange, Chicago, and Bob Savini, president, Astor, completed product conferences in reference to the Chicago territory. Astor's Chicago franchise distributor also attended the board meeting of Chesapeake Industries.

E. O. Wilschke, operating manager, Altec Service Corporation, returned following a trip which terminated in a series of conferences with west coast company officials and major studio sound heads.

L. D. Netter, Jr., general sales manager, Altec Service Corporation, returned following conferences with company officials at Altec's Beverly Hills, Cal., office.

Jay Eisenberg, MGM legal staff, left Ossining Hospital, Ossining, where he was recuperating from a minor attack.

E. S. Gregg, vice-president and general manager, Westrex Corporation, returned from Hollywood following discussions with the staff of Westrex Corporation's Hollywood division.

A board meeting of Allied Theatre Owners of New Jersey, followed by a luncheon and regular membership meeting, was held at the Hotel Astor. Certain conclusions and directives were drawn, and given to the national representatives for the National Allied convention. Subject matter encompassed new types of presentation, CinemaScope, public reaction to 3-D, shortage of product, weak-

ness of product, alleged tie-in sales practiced by certain companies, and other matters.

The Nutley, N. J., Franklin has as its new operator William Infald. Independent Theatre Service will do the booking. . . . The Forum, Metuchen, N. J., is now being operated by David Snaper Theatres.

J. J. THEATRES — Bernice Goldberg, assistant bookkeeper, resigned. . . . Mrs. Rose Joelson, mother of President Julius Joelson, passed away.

A motor-car parade down Fifth Avenue and fashion shows at Arnold Constable's New York and Manhasset stores climaxed an intensive week of promotion for "The Three Girls From Rome" by IFE. Personal appearances on seven major television shows in four days by the trio of Roman models and Italian couturiere Fontana, full-page tie-in advertisements in the major Sunday newspapers, and advance photographing for national magazine and syndicate breaks were crowded into the week. The girls and Fontana were in New Haven for the opening of the film at the Crown. They then left for Cleveland, Dallas, San Francisco, Los Angeles, New Orleans, Atlanta, and Boston.

Nat Holt, Paramount producer, was in from Hollywood for conferences with Paramount executives on release plans for his "Flight To Tangier."

New Jersey**Asbury Park**

The Savoy returned to motion pictures after completing a 10-week season of Broadway stage plays.

Newark

The Franklin, Nutley, N. J., formerly a SW house, will be reopened next month by a Passaic, N. J., man. William Infald, a veteran independent exhibitor, operated a theatre in Yonkers, N. Y., for seven years, and, for the last five years, was owner of a theatre in Iselin, N. J.

James Stavron is now assistant manager, Branford, replacing Donald Ballantine, who left the business. . . . Bernard Silverman, manager, Branford, used a 24-sheet float on "O.K. Nero" and distributed heralds in Italian neighborhoods.

Jules V. Stark has taken over as manager, Central. . . . Ed Rosenfeld became manager, Lincoln, Union City, N. J., replacing J. Simons, resigned.

H. Kessler, manager, DeWitt, Bayonne, N. J., was working on a merchants tieup with the Merchants Board of Trade for October. During November, Kessler plans a celebration for the DeWitt's 30th anniversary.

Fred Sagembati has been upped to assistant, Stanley, Jersey City, N. J. . . . Stanley Warner managers have started tieups with merchants for the first quarter of the "Star Showmanship Drive." There are some novel variations in the way in which the drive is conducted. Instead of competing against other theatres, the men compete against

their record of last year. There are no cash prizes, but participants will work for prize points. Managers' wives are encouraged to write to the zone manager, telling him what kind of prizes they would like in the way of household furnishings, fur coats, electrical equipment, bicycles, toys, and other items. The husbands points are added, and each chooses his award from a merchandise catalog.

Lee Drexler, head, purchasing department, Stanley Warner Jersey office, was on vacation.

New York State**Albany**

Gus Lampe, long-time general manager, Schine Circuit, Gloversville, and now director of entertainment, Schine Hotels, appeared in the new role by introducing four headline acts at a dinner in the Ten Eyck Hotel ballroom celebrating the 150th anniversary of the State Bank of Albany. Lampe's wife and their younger son, Joseph, a Syracuse University law student and projectionist in Schine Gloversville theatres this summer, were in town.

Auburn

Jack Mitchell, Schine's Auburn, for his "Mrs. America" campaign, promoted over \$600 in prizes from merchants, plus prizes for contestants who didn't win. The mayor, Chamber of Commerce secretary, attorney, and two ladies from the Home Bureau served as judges. Plants and service clubs were contacted to get contestants, and the Chamber of Commerce endorsed the contest. The local newspaper cooperated by giving the stunt plenty of space, and the radio station also plugged it on the air. The winner's trip to Syracuse for the finals was covered by the Riggs Motor Company.

Buffalo

A non-partisan committee of 10 men in the business has been formed to support Elmer F. Lux, Democratic-endorsed candidate for mayor. Lux is head, Elmart Circuit, and is at present president, City Council. Jack Mundstuk, branch manager, MGM, is head of the committee. Other members are George Mackenna, Basil's Lafayette; Robert Murphy, Century; Murray Whiteman, former Variety Club Chief Barker; Stanley Kositsky, UA branch manager; Art Bailey, Little Hippodrome; Stanley Kozanowski, Rivoli; Sam Yellen, formerly with the Century; Jack Chinell, RKO branch manager, and George Gammel, head, Gammel Circuit, and president, MPTO Of Western New York.

George Mackenna introduces his new wide-screen at the Lafayette with "From Here To Eternity." The screen was manufactured by the Glowmeter Corporation, and is 53 x 26 feet. A new wide-screen is also being installed at the Century.

Mabel George, inspectress, Paramount, returned from her vacation. . . . Walter MacIntosh, home office auditor, Paramount, was in for an audit of the local branch.

John G. Moore is now the assistant Paramount eastern division manager. Moore, previous to his advancement, was branch manager of Paramount, Boston. Jack Brown, formerly manager, Buffalo office, has been made manager, Boston office.

Joe Lebworth, 20th-Fox exploitation representative, arrived here to work with Eddie Meade, Shea's Buffalo publicity and advertising director, on an extensive campaign for the first CinemaScope production, "The Robe," which is scheduled to open on Oct. 2 at Shea's Buffalo.

Colonel Bill Shirley, UA exploitation representative, was working with Eddie Meade, Shea's Buffalo advertising and publicity director, on "I, The Jury."

Lou Jaffe, manager, Shea's Bellevue, Niagara Falls, was spending his annual vacation with his family in New England. George Hall, manager, Shea's Lackawanna, was filling in during his absence.

Edith Templeton, biller, MGM, was home due to illness as was Emma Schneider, inspectress. . . . Eddie Susse, MGM city salesman, will move into his new home in Kenmore.

Dave Miller, U-I branch manager, was home due to illness. Bertha Seelbach, U-I cashier, was vacationing in New York. . . . Frank Neumister, head shipper, U-I, was on his annual vacation.

Donald Welschlager is the new ledger clerk in the booking department at Paramount. . . . Jack Mundstuk, MGM branch manager, returned after being ill.

Elmer Lux, head, Elmart Circuit, and the Democratic-endorsed candidate for mayor, was toastmaster at a luncheon given in honor of George Marshall, owner, Washington Redskins pro football team.

Charles McLeary, Shea's Kensington manager, was confined due to illness. . . . Frank Dervin, RKO home office, was in visiting the exchange. . . . Frank Buckner, engineer, and Elmer Smith, stagehand, both veteran Shea's Kensington employees, are retiring on Oct. 1. The latter plans to take things easy in Florida. . . . Mary Bowen, assistant manager, Paramount, was on vacation. . . . Don Zilliox, treasurer, Center, resigned to accept a position in his father's jewelry business. . . . Joseph McMahon has been promoted to assistant manager, Basil's Lafayette.

—NEDRA GRAY

Ithaca

The Cornell University theatre received a gift of 1,100 stills of actors and scenes in American films produced since World War I, a gift from George F. Dembow, vice-president, National Screen Service, New York.

Harry Berinstein's State installed a CinemaScope screen and Simplex stereophonic sound and Simplex Penthouse sound heads, purchased through National Theatre Supply, Buffalo. The Strand is now installing a large Walker

EYEING THE

Exchanges

NEW YORK — Republic head booker Jen Dennet Jacobs was honored with a farewell luncheon when she retired. She began with Hollywood, and 18 years ago started with Republic as a booker.

WARNERS — Booking clerk Erma Jones vacationed in Louisville, Ky. . . . Also on vacation was assistant cashier Agnes McLaughlin. . . . Cashier's clerk Ruth Feldman returned after illness. . . . Biller Bernice Kaplinsky is recovering. . . . Gladys Larson, secretary to the office manager, returned from her trip.

MGM — Sam Cangiano has been promoted to cashier's clerk, replacing Mike Levitt, who resigned. . . . Contract clerk Joan Bynum is decorating her apartment. . . . Print booker Herman Garris was on jury duty. . . . Salesman Bob Kraus was back from his vacation.

U-I — Dick Feinstein formerly of MGM, took over as print booker. . . . Biller Goldie Tucker was respiting.

PARAMOUNT — Ledger clerk Johnny Spatidolis was looking forward to his appointment with Paramount's talent department. He's a singer. . . . Print booker Nick Vacca will be going back to the Academy of Aeronautics, where he will study plane design evenings.

BONDED — New shipper Vince Callahan is a returnee from Japan and Korea.

UNITED ARTISTS—Former switchboard operator Violet Fucci Cauiola was up to

screen and stereophonic sound through National Theatre Supply, Buffalo.

Kingston

Several thousand Marilyn Monroe postcards were mailed by Joe Sommers, manager, Kingston, for "Gentlemen Prefer Blondes." He split the advertising on the back of the postals with a merchant.

Penn Yan

Irwin Promisel, manager, Schine's Playhouse, set up his fall season campaign. It includes back-to-school rentals and a benefit for the Little Leaguers, made up of the short, "Legion At Bat," "Big Leaguer," and hometown baseball pictures. In addition, he set up a Hallowe'en midnight show for the kids.

Rochester

S and P Drive-In Corporation has been granted a charter of incorporation. Directors are Herbert W. Vanden Brul, S. William Rosenberg, and Teresa C. Palumbos.

Salamanca

For "Shane," George Sawyer, Schine's Seneca, tied up with the local playground instructor on a roping contest. For the winners, a half gallon of ice cream was promoted. Sawyer also got a fellow in

visit. . . . Edith Bartlet, former UAer, will be hearing wedding bells on Sept. 27. . . . Bookkeeper Frances Varola was vacationing.

RKO — Ethel Curtis typist was on vacation. . . . Booker Charles Raffaniello and clerk Phyllis Friedman were enjoying their annuals. . . . The projection room was closed down permanently. . . . Peggy Degmond, bookkeeping machine operator, was off on her respite. . . . Boxoffice clerk Phil Heydeck (stage name—Bruce Manning) is rehearsing for his debut as star of a series of three one-act plays at the Feagin School of Radio and Television, where he is studying.

SALESMAN'S STORY — The distinguished gentleman on MGM's sales staff, Howard Levy, a New Yorker by birth, attended the High School of Commerce and later continued his studies at Columbia University. During World War I, he served with the navy, and, in 1922, entered the business as a salesman for Educational, later switching to First National. In 1933, he started with MGM, and has built up a reputation. His wife, Rita, also a member of the industry, is secretary to district manager Norman Ayres, Warners. They have one son, Robert, a practicing psychologist. With talents other than selling, Howard Levy dabbles in sculpture, painting, and photography, and also collects paintings and first editions of books. He keeps in touch with his fellow stamp collectors in the Cinema Stamp Club, and is also active in the Variety Club and the Colosseum, of which he is treasurer.

RAMBLIN' 'ROUND — Chrys Blionas, 16mm. booker, Republic, had her arm in a sling.

—J. A. D.

cowboy clothes to ride a motor bike with pistol and rope.

Saratoga

Street banners and walking book displays were utilized by city manager Harry Burke, Walter Reade Theatres, as means of exploiting "From Here To Eternity" at the Community. Burke got more publicity on the banner than he had anticipated. When the local newspaper objected to this form of advertising, it ran a picture of the banner while the engagement was still in progress.

Schenectady

John Gardner, Colony, staged a series of special promotions at the Turnpike Drive-In, near Guilderland.

Syracuse

Ben Dargush, Schine's Paramount, got a jewelry store to make up a front display window using the "Diamonds Are A Girl's Best Friend" theme to promote "Gentlemen Prefer Blondes." He also erected a platform, and three girls in bathing suits, a blonde, brunette, and a redhead, were on hand to pass out ballots asking gentlemen to vote for their preference. Ballot boxes received the votes.

**Heiber, Saltz, Sweigert
Affected By U-I Moves**

PHILADELPHIA — Universal-International announced that Ed Heiber, branch manager in Cleveland, had been assigned to the local exchange in the same capacity, succeeding Joseph Leon, who resigned to enter the real estate business.

At the same time, local sales manager Harold Saltz had been promoted to branch manager in New Haven, succeeding Carl Reardon, moved to Cleveland to take Heiber's spot.

Later, district manager John Scully announced that Earle W. Sweigert will join the company as local sales manager. Sweigert, who has hosts of friends in the territory, was last with RKO in Pittsburgh. He makes his home here, and has had years of experience selling in this territory.

NEWS OF THE

Territory

**Philadelphia
Crosstown**

In the F. E. Harrison vs Paramount Pictures, Inc., case involving the Bryn Mawr, Bryn Mawr, Pa., the plaintiff's motion for a new trial and for judgment was denied in U. S. District Court by Judge W. H. Kirkpatrick, and an appeal has been made to the U. S. Court of Appeals.

William Brooker, Columbia exploiter, in the midwest territory the past several years, returned to beat the drums for "This Is Cinerama," Boyd. He will then proceed in advance of the show to Washington, D. C., and other spots. . . . Franklin Pease is managing the World.

The Fox held a preview of 20th-Fox's "City Of Bad Men." . . . The SW Stanley was selling reserved seats at \$3.90, tax included, for the televising of the Marciano-LaStarza heavyweight bout on Sept. 24. . . . A Southern New Jersey independent theatre needs a good manager with experience. Call the editorial department of EXHIBITOR for information.

Stanley Warner executives, managers assembling here for the zone meeting early next month will see a preview of "This Is Cinerama" at the Boyd as part of the program.

**Trans-Lux, Philly,
Wins "Blue" Case**

PHILADELPHIA—In the Ormont Theatres, Inc. vs United Artists case involving bids for "The Moon Is Blue," U. S. District Court Judge W. H. Kirkpatrick last fortnight ordered that judgment be entered in favor of the defendant, UA, and against the plaintiff.

Theatres involved were the Studio and the Trans-Lux.



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but . . . a new package that gives your customers EXTRA value, EXTRA pleasure, EXTRA fun—

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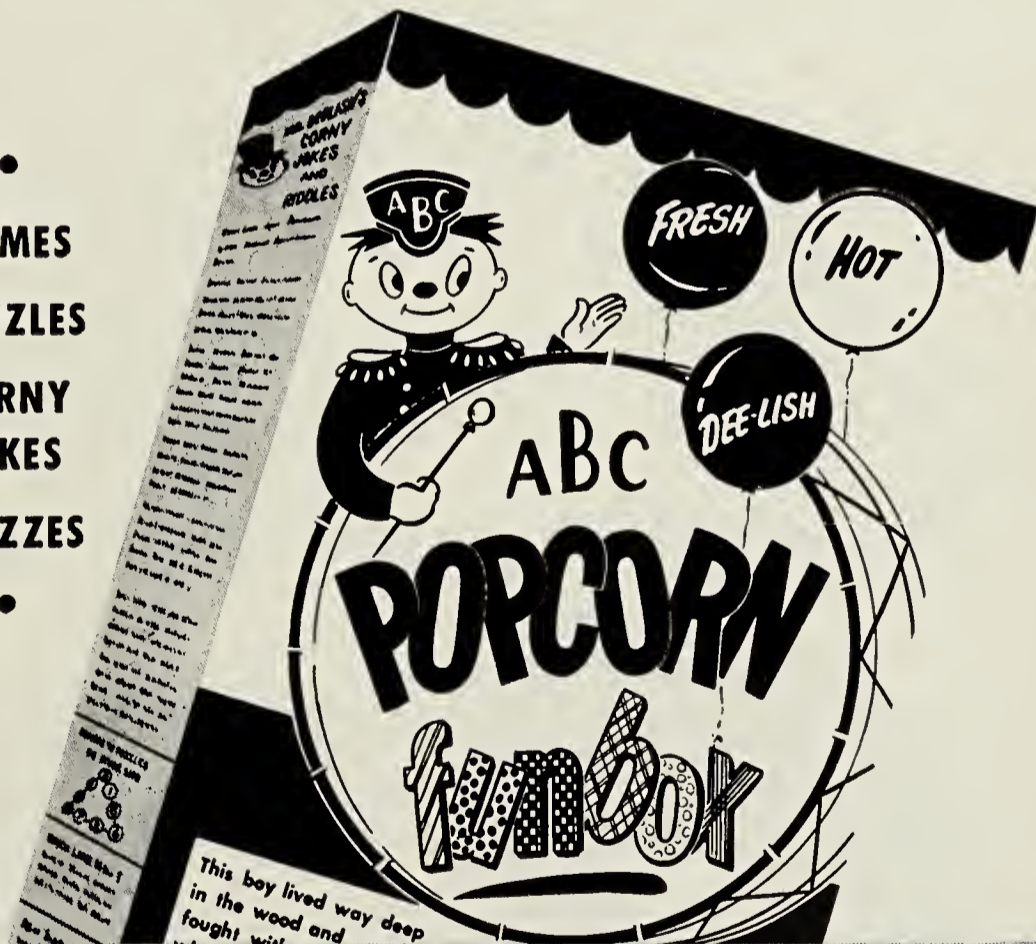
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BERLO MERCHANDISING METHODS DELIVER THE HIGHEST PER CAPITA GROSSES IN AMERICA!

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Mr. and Mrs. J. Jack Goldman announced the engagement of their daughter, Miss Janice Elaine Goldman, to Kenneth Edward Shengold, son of Dr. and Mrs. Meyer E. Shengold. Miss Goldman is a student at Temple University. Shengold, a graduate of Pennsylvania State College, is a student at Temple University School of Law. Goldman is manager, Stanley Warner Center, and is the official photographer for the company.

Al Davis, Fried Circuit executive, didn't have to undergo an operation after all, but spent a few days in Graduate Hospital under observation.

William Goldman, president of the circuit bearing his name and chairman Hahnemann Hospital, was inducted into the International College of Surgeons, at Carnegie Hall, New York City, during the session of the Surgeons Congress. The induction ceremony marks the first and only time in the long history of the college that a layman or non-doctor has been so honored by the organization of more than 10,000 surgeons in 71 countries. Goldman's citation read, "for your many contributions to the welfare of mankind." Goldman became interested in Hahnemann Hospital several years ago, and was instrumental in establishing the William Goldman Isotope Laboratory for the study of diseases with the use of radioactive isotopes. He is also a trustee of Hahnemann Medical College.

In the Independent Poster Exchange anti-trust suit against National Screen

Service and the eight major film companies a pre-trial conference has been scheduled for Sept. 28, with counsel of both sides and U. S. District Court Judge W. H. Kirkpatrick, who will hear the case. Many depositions and interrogations have been taken since the filing of the suit in August, 1949, and this data has been filed with the judge. The trial date is presently set for Oct. 19. Other independent poster exchanges, at first associated with the suit, have been disassociated from it, with their cases, doubtless, coming up in exchange centers around the country in the future.

Professor Henri Chretien, whose anamorphic lens forms the basis for 20th-Fox's CinemaScope process, came to town for a few hours, and was feted at a luncheon at the Franklin Institute. He later met the press. "The Robe," in CinemaScope, opens at the Fox tomorrow (Sept. 24). The top admission will be \$1.80.

Vine Street

Plans were progressing for the Motion Picture Associates testimonial dinner for William G. Mansall and Charles M. Beilan in honor of their recent promotions to district manager and branch manager, respectively, for Warners, to be held in the Warwick Hotel on Sept. 28. To handle the affair, John Turner, president, MPA, appointed a committee consisting of co-chairmen Charles Zagrans, RKO, and Ulrik Smith, Paramount, and George Beattie, Lou Formato, Hank Howard, Norman Silverman, Lester Wurtele, and Turner.

Many Prizes Due At Philly VC Golf

PHILADELPHIA—A gala list of prizes, exceeding those of previous years, is set for the Variety Club, Tent 13, annual golf tournament on Oct. 2 at the Llanerch Country Club.

Co-chairmen Harold D. Cohen and Bernard Seidman state that the program calls for golf and gin tournaments during the day, followed by cocktails and the dinner-dance, at which one may have a choice of steak or lobster.

Music and entertainment will be furnished by Joe Singer and Orchestra.

Prizes will be awarded to golfers for the best score, handicap, hole-in-one, and longest drive, to the gin players, and for door prizes.

The tent has long been commended for having so many outstanding prizes, and this year there will be more than ever, according to Seidman.

The fee is \$13.50, plus \$6.50 for the lady.

A record turnout is anticipated, and the committee will appreciate everyone getting in reservations as soon as possible.

A goodly number of exhibitors, newspaper folk, and women's organization representatives attended the showings of "Mogambo" and "Take The High Ground" at the Arcadia, with MGM branch head Lou Formato as host.

Frank Dervin, RKO home office, was in for conferences with branch manager Charles Zagrans. . . . Ralph Biafore, Warner shipper, out for several months, is back following his operation.

Ann Lutz, Warner inspectress, suffered a heart attack, and will be confined for several months. Rose Wickersham is pinchhitting.

Mike Segall, IFE representative in Washington, D. C., was in. . . . At a meeting of the Colosseum, Joe Schaeffer, Republic, and Eugene Ganz, RKO, were named delegates to the convention to be held in New Orleans. Bill Doyle, UA, was named alternate.

Ed Gallner, MGM Philadelphia field press representative, was in New York for home office conferences.

District of Columbia Washington

VARIETY CLUB — The board of governors met, and the following were approved for membership: Sidney Epstein, city editor, The Washington Times-Herald; Charles E. Redden, assistant manager, Loew's Columbia; Norman Weitman, sales manager, U-I, and Frank D. Hays, assistant manager, District of Columbia Armory Board. . . . The club's new carpeting and paint job are receiving favorable comments. . . . Barker Charles Rosenthal, who turned in \$460 in August, received a prize of a case of champagne, courtesy of Fred Burka, in the current welfare awards drive. Mrs. Milton Lipsner, who



VARIETY CLUB OF PHILA.
Tent 13

Annual Golf Tournament

October 2, 1953
at Llanerch Country Club

During the Day:
GOLF and GIN TOURNAMENT

At 6:00 P.M.:
COCKTAILS

At 7:00 P.M.:
DINNER (Choice of Steak or Lobster)

After Dinner 'til ? ? !
MUSIC and ENTERTAINMENT
by Joe Singer and his Orchestra

PRIZES and TROPHIES GALORE — MORE THIS YEAR THAN EVER BEFORE

• Best Score • Handicap • Hole-In-One • Longest Drive • Gin

Guest: \$13.50

Ladies' Tariff: \$6.50

This space contributed by EXHIBITOR

turned in \$140, received an award of \$25.00, courtesy of Norman Cohen.

Whitney North Seymour, New York, and Bernard G. Segal, Philadelphia, are the lone film lawyers on the U. S. Attorney General's recently appointed Anti-Trust Advisory Committee.

Ed Side was in to do some booking and buying for his Lyric, Lexington, Va. . . . Nate Klein, Lenox, Baltimore, Md., made one of his infrequent visits. . . . Ben Somma, Henrico, Highland Springs, Va., came north to visit his many friends.

The Super 50 Drive-In, Cambridge, Md., held an "Old Time Fiddlers Contest" to pick the champion fiddler of the eastern shore. The contest ran for five weeks, and was successful. Church services held at the Super 50 every Sunday morning have been moved to the afternoon. Owner Harold DeGraw states that these services are very well attended.

Film folks seen lunching at Bucks were, Eddie Martin, J. B. Walsh Exhibitor Service; Eddie Fontaine, UA; Jack Fruchtman, Plaza, Lexington Park, Md.; Buck Stover, Virginia, Alexandria, Va., and Sam Mellits, Dentonia, Denton, Md.

U-I—Branch manager Joe Gins was in Charlotte, visiting the Craver Circuit. . . . Sales manager Norman Weitman accompanied salesman Vince Dougherty on a visit to the Baltimore, Md., exhibitors. . . . Mary Merrit, biller, was vacationing. . . . Nate Shor, booker, spent the weekend in Baltimore, Md., and attended the opening affair at the Variety Club.

Bud Rose, UA salesman, flew to Hartford, Conn., to spend the weekend with his family. . . . Seymore Stone, Roth Circuit short booker, resigned. . . . Dorsey Conklin, Midway Drive-In, Christiansburg, Va., spent a couple of days visiting the exchanges.

COLUMBIA—Mideast division manager Sam Galanty planed out to Cincinnati to hold sales meetings with branch manager Phil Fox. . . . Mary Petrone, inspec-tress, was on vacation. . . . Exploiteer Sid Zins was in Baltimore, Md., working with Harry Welsh, Mayfair, setting up a campaign on "The Stranger Wore A Gun."

The Arlington, Hopewell, Va., will reopen on Oct. 1. The new owner is Rudolph Jackson, and the J. B. Walsh Exhibitor Service will do the booking and buying. . . . Dan Weinberg was in town from Braddock Heights, Md., to confer with Harley Davidson, Independent Theatre Service, who does the booking and buying for his circuit.

RKO — Mildred McDonald, assistant cashier, was on a fishing trip with her husband in Nagshead, S. C. McDonald will fish, while she will photograph his every catch with her new camera. . . . Jesse Smith, head booker, returned from his vacation in time to be feted by the employees in honor of his birthday.

Louis Goffman Heads Philly VC Heart Drive

PHILADELPHIA—Louis J. Goffman, of the law firm of Wolf, Block, Schorr, and Solis-Cohen, has accepted the chairmanship of the Variety Club, Tent 13, Heart Fund campaign.

Goffman asks for as much help as possible. A kick-off meeting will be held at the club rooms on Oct. 19.

Phil Berler, E. M. Loew's major domo, flew in for one of his quick visits from Boston, and rushed around the various offices doing his booking and buying for the Mount Vernon Open Air and Governor Ritchie Open Air, Glenburnie, Md. . . . Bob Saunders piloted his Beach-Craft Bonanza in from Wooster, O., and then took off for his Park Drive-In, Petersburg, Va.

ALLIED ARTISTS — Salesman Harold Levy's son, Willard, returned to the Fork Union Military Academy. . . . Branch manager Milt Lipsner flew to Charlotte to confer with Harry Pickett. . . . Helen Humann, typist, resigned, and is now working for Clark Film.

REPUBLIC—Ida Leniek, former assistant cashier, gave birth to a son. . . . Contract clerk Pat Palmer announced her engagement to Jack Constantine, and she is blinding everyone with the "Rock." . . . Sam Tabor, Baltimore, Md., salesman, weekended in New York.

EQUITY—Mike Mills, branch manager, enjoyed a visit with his in-laws, Mr. and Mrs. M. L. Weil. . . . Mrs. Bernie Mills was in from New York.

Seen booking were: Aaron Seidler, New Albert, Baltimore, Md.; Doug Connellee, Elk, Elkton, Md.; Abel Caplon, Westway, Baltimore, Md.; Harold DeGraw, Super 50 Drive-In, Cambridge, Md.; Jack Levine, Irvington, Baltimore, Md., and Sam Ashman, S. Ashman Booking and Buying Service, D. C.

Howard G. Minsky, Paramount mid-east division manager, and Joseph A. Walsh, branch operations manager, arrived from Philadelphia on a tour of six exchanges marked by conferences with branch managers and other Paramount officials. Minsky and Walsh left for Cleveland to confer with Harry S. Buxbaum, branch manager, and others.
—FREDDIE S.

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Delaware Wilmington

The Wilmington Council of Churches will sponsor "Martin Luther" at the SW Towne starting on Oct. 2. An advance screening for members of the clergy and press was held at the Warner. . . . G. Earl Smith, manager, Queen and Arcadia, returned from vacation. . . . The Queen began use of its new wide-screen. . . . The Rialto received its CinemaScope screen. . . . Assad Kasees, projectionist, Rialto, resigned.

—H. L. S.

Maryland Baltimore

Holmby Productions, Inc., producer of "The Moon Is Blue," and United Artists, filed suit in City Court asking a reversal of the Maryland Board of Motion Picture Censors' ban on the film. The action, filed for the plaintiffs by R. Dorsey Watkins and Franklin G. Allen, also questions the constitutionality of the censor's authority to pass on any motion picture.

Louis Cohan, owner, New Essex, was in Atlantic City during the beauty pageant. . . . Durkee Enterprises, opened its new Playhouse, Annapolis, Md. The old Republic, it has been rebuilt and restyled inside and out and is operating as an art theatre. Coffee and tea are served without cost.

Jack Sidney, Loew's Century manager, is occupying his new home at Harundale, Md. . . . Miss Marie White Presstman passed away. During her 24-year tenure on the Maryland Board of Motion Picture Censors, she probably saw more movies than any other Marylander. She retired in 1943.

Morris Mechanic, New owner, was in New York for "The Robe," Roxy. Prior to his going, he appeared over WBAL-TV in a promotion for the local engagement.

Harry Bauer, State projectionist, was a patient at South Baltimore General Hospital, with a leg infection. . . . George Kalusky, McHenry projectionist, was motoring through Canada. . . . Harry Kuzmaul, projectionist, Patterson, returned from a vacation.

G. Stewart Kyle, Capitol and Rosedale, Chambersburg, Pa., and several guests are due in to attend the Stanley's fight telecast. . . . Richard Dizon, Hippodrome assistant, spent the weekend in New York. . . . Jack Whittle, owner, Avenue, returned from Ocean City, Md. . . . Eddie A. Kimple, Jr., Rome Theatres, is quite proud of his wife's newly established gown shoppe. . . . Aaron Seidler, manager, New Albert, expected his wife home from Johns Hopkins Hospital.

—G. B.

Hagerstown

Business increased at Stanley Warner Maryland after installation of a panoramic screen. Roy L. Knight, Washington, Stanley Warner engineer, was here to check the new wide-screen. . . . The Maryland held "Back to School" Saturday morning show with prizes from merchants.

Leonardtwn

K. B. Duke, Sr., general manager, St. Mary's Theatres, Inc., will serve on the committee observing "Employ The Physically Handicapped Week" in St. Mary's County. . . . When the 235 Drive-In closes, Bill Choate is expected to return to the Plaza, Lexington Park, Md.

Pennsylvania Northampton

Bill Sage, who left Jack Greenberg's Roxy for merchandising activities, changed his mind, and returned to his former post as manager.

Reading

The Astor, J. Lester Stallman, manager, and the Strand, Kenneth Hinkle, manager, figured prominently in the preliminaries to the fair's annual "Miss Reading" beauty contest.

City officials, in a survey of municipal tax income to date, report that for the first three quarters of 1953 the admission tax on tickets to theatres and sports events, increased somewhat over the same period last year. The comparative figures on theatre admissions were not released, but city authorities said an unexpected jump in attendance at inter-city league baseball games, played in the Stadium, raised the total income.

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th), Sept. 20, 2, "So Big" (Jane Wyman, Sterling Hayden).

Scranton

The summer drive of the Comerford Company ended with the awarding of the prize, a Shetland pony and twenty bikes, one for each of the 20 suburban theatres in the area that participated. Cheryl Williams, 6, North Scranton, Pa., in the general vicinity of the Rialto, was awarded the pony by district manager William Butler at the Comerford Drive-In, Dupont, Pa., culminating the giveaway contest.

Ed Geary was relieving Bud Rothermel, manager, Strand, Carlisle, Pa., on vacation. . . . Bill Butler, Comerford district manager, was vacationing. . . . Robert Murrin returned from vacation, and is stationed at the Comerford.

A delegation of localites will travel to Philadelphia on Sept. 28 to attend the dinner being given William Mansell and Charles Beilan, WB, under the auspices of the Motion Picture Associates. The affair is expected to attract many other out-of-towners.

Thomas Hanifin, Binghamton, N. Y., succeeded John P. O'Leary, resigned, as district manager for Comerford Theatres in seven southern tier and northern Pennsylvania communities. The district includes Sayre, Pa., and Towanda, Pa. Hanifin will headquarter in Binghamton.

Virginia Roanoke

Kroger Babb, president, Hallmark Productions, was in in connection with a test engagement of "Half-way To Hell," Lee-Hi and Trail Drive-Ins. Members of the audience were asked to give their reactions to the show.

Variety Club Tent 13, Philadelphia

"Cruisin' Down The River" was screened through the courtesy of Columbia, and "Sweethearts On Parade" will be screened through the courtesy of Republic on Sept. 27.



Highlights of the recent visit to Philadelphia of Frank Sinatra, one of the stars of Columbia's "From Here To Eternity," prior to the opening at the SW Stanley, were, left to right, Mort Levine, Stanley manager; Harry E. Weiner, Columbia division manager, and Lester Wurtele, branch manager, greeting

Sinatra upon his arrival; a caravan which carried Sinatra through the center part of town to a Coke party and reception at the Ritz Carlton Hotel attended by disc jockeys and their guests, and Sinatra chatting with Doug Arthur, WIBG, and guests.

ALLIED ARTISTS

The Royal African Rifles MELODRAMA (5403) 75M.

(Cinecolor)

ESTIMATE: Fair meller of African intrigue.

CAST: Louis Hayward, Veronica Hurst, Roy Glenn, Michael Pate, Robert Osterloh, Bruce Lester, Steven Geray, Angela Greene, Barry Bernard, Patrick Henry, Jack Sterling. Produced by Richard Heermance; directed by Lesley Selander.

STORY: When a shipment of machine guns needed by the English regiment in British East Africa in 1914 is stolen, naval lieutenant Louis Hayward is ordered to get them back. He poses as a hunter, and the trail leads to Michael Pate, a trader whose daughter, Veronica Hurst, knows nothing of her father's evil doings. Hayward tracks down the rifles, and is responsible for their return after much trailing in the jungle, thus making the area safe for the British. Hayward clinches with Hurst, who has learned about her father's treachery, and Pate is eaten by crocodiles while trying to escape.

X-RAY: With the African background plus color, this has angles for the merchandising. While the tale is familiar, it should make a nice addition to the dualers. Hayward's name should be an asset in some spots, and inclusion of animal stock shots lend to the authenticity. Performances are standard, as are direction and production. The story was written by Dan Ullman.

AD LINES: "Treachery In The Jungle . . . With A Nation's Fate In The Balance"; "What Was The Secret Of 'The Royal African Rifles'"; "Louis Hayward . . . Veronica Hurst . . . In A Tale Of African Intrigue."

COLUMBIA

The Big Heat (615) MELODRAMA 89M.

ESTIMATE: Good meller.

CAST: Glenn Ford, Gloria Grahame, Jocelyn Brando, Alexander Scourby, Lee Marvin, Jeanette Nolan, Peter Whitney, Willis Bouchey, Robert Burton, Adam Williams, Howard Wendell, Cris Alcaide, Michael Granger, Dorothy Green, Carolyn Jones, Ric Roman, Dan Seymour, Edith Evanson. Produced by Robert Arthur; directed by Fritz Lang.

STORY: When a policeman kills himself, a note telling how he has been working with a gang headed by Alexander Scourby is taken by his wife, Jeannette Nolan, who blackmails Scourby. Detective sergeant Glenn Ford, assigned to the case, is told to lay off by his superior Willis

Bouchey, but after Dorothy Green, a night club lush, is murdered after she talked to Ford, the latter is determined to go on. Ford's wife, Jocelyn Brando, is killed in an auto explosion intended for Ford, and he loses his job when Commissioner Howard Wendell, working with Scourby, fires him. But Ford doggedly goes ahead, makes friends with Gloria Grahame, girl friend of Lee Marvin, Scourby's right hand man. When she is burned by Marvin because she was seen with Ford, she comes to Ford to give him information. Ford gets a confession from gangster Adam Williams, and after Grahame kills Nolan and is in turn killed by Marvin, Scourby, and the bad ones are rounded up. Ford is reinstated.

X-RAY: A taut, hard hitting melodrama, this rates with the better entries in this school of drama. Performances, direction, and production are topnotch, and the action addicts and anyone enjoying fast-moving, suspenseful crime films should eat it up. While the ground covered isn't new, the treatment makes it seem fresh. The story was written by William P. McGivern.

TIP ON BIDDING: Above average price.

AD LINES: "The Big Heat Was On . . . And Murder Reigned"; "What Chance Has An Honest Cop In A Crooked City?"; "One Man Against A Crime Wave . . . But He Beat It His Own Way."

Slaves of Babylon COSTUME DRAMA (612) 82M.

(Color by Technicolor)

ESTIMATE: Colorful Biblical tale has the angles.

CAST: Richard Conte, Linda Christian, Maurice Schwartz, Terrance Kilburn, Michael Ansara, Leslie Bradley, Ruth Storey, John Crawford, Ric Roman, Robert Griffin, Beatrice Maude, Wheaton Cham-

bers, Paul Purcell, Julie Newmeyer, Ernestine Barrier. Produced by Sam Katzman; directed by William Castle.

STORY: In the sixth century, Leslie "Nebuchadnezzar" Bradley has destroyed Jerusalem, with the Israelites coming to Babylon as exiles and slaves, refusing to worship any god but their own. Bradley enlists the services and advice of Israelite priest Maurice "Daniel" Schwartz, to the disdain of his son, Michael Ansara. Schwartz gets Richard Conte, a fiery Israelite, to embark on a plan, finding shepherd Terry "Cyrus" Kilburn, destined to free the Israelites. Conte establishes Kilburn as the rightful king of Persia. Kilburn then falls for princess Linda Christian, who is interested only if Kilburn is king of Babylon. Kilburn's victories grow, and Conte sells him the idea of conquering Babylon. As Kilburn goes ahead, Conte and Christian fall in love. The siege of Babylon follows, and the city falls with Kilburn as king and Christian, who has been spurned by Conte, as queen. Keeping Kilburn to a promise, Conte and Schwartz take their people back to their own land.

X-RAY: Although from the Biblical standpoint, this may not stick to history, it is nevertheless a film considerably above others made in similar vein, with an especially strong appeal in Jewish areas, as well as interesting for other religious-minded folk. For the regular run of patrons, this has the usual Sam Katzman-produced attributes. The Technicolor is attractive, the settings above the average, and the performances and direction standard. The story is by DeVallon Scott.

TIP ON BIDDING: Fair program price.

AD LINES: "See The Fall Of Babylon"; "Five Nights Under A Romantic Moon . . . But He Remained True To His People"; "A Conqueror He Was . . . Until He Met A Woman Who Spurned Him."

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
Vol. 50 No. 21

SEPTEMBER 23, 1953

A VERY IMPORTANT PERSON will read these REVIEWS!

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LIPPERT

Project Moonbase (5315) SCIENCE FICTION DRAMA 63M.

ESTIMATE: For the lower half.

CAST: Donna Martell, Hayden Rorke, Ross Ford, Larry Johns, Herb Jacobs, Barbara Morrison, Ernestine Barrier, James Craven, John Hedloe, Peter Adams, Robert Karnes, John Straub, Charles Keane, John Tomecko, Robert Paltz. Produced by Jack Seaman; directed by Richard Talmadge.

STORY: In 1970, the American space force stages its first orbital flight around the moon. Pilot is lady officer Donna Martell, and the sole civilian aboard is a spy, who has replaced a scientist supposed to photograph the moon for the purpose of establishing a future American moon base, thereby controlling the peace of the world. Co-pilot Hayden Rorke, in love with Martell, discovers the spy's true identity, and during the fight they all are forced to land on the moon. In attempting to establish radio communication, they climb a tall mountain, and the spy falls to his death. Contact is finally established, and Martell and Rorke are ordered to stay until supplies can be sent. They are married via television.

X-RAY: The comic strip approach to science fiction yarns is quite evident in this film, which is for the lower half. The kids should go for it, and it has plenty of exploitation angles. The story and screen play are by Robert Heinlein and Jack Seaman.

AD LINES: "A Look Into The Future"; "A Science Fiction Thriller"; "See The Adventures Of Members Of The American Space Force On The Moon."

MGM

Mogambo (404) MELODRAMA 115M.

(Color by Technicolor)

(Made in Africa and England)

ESTIMATE: Star-studded African meller should register in the better money.

CAST: Clark Gable, Ava Gardner, Grace Kelly, Donald Sinden, Philip Stainton, Eric Pohlmann, Laurence Naismith, Denis O'Dea, Samburu tribe of Kenya Colony, Wegenia tribe of Belgian Congo, Mahaya tribe of Tanganyika, M'Beti tribe of French Equatorial Africa. Produced by Sam Zimbalist; directed by John Ford.

STORY: Clark Gable, African animal trader, works with Philip Stainton and Eric Pohlmann. On the scene comes American Ava Gardner, whom Gable sizes up properly as a play girl, but he has a yen for her anyway. However, he sends her away as English scientist Donald Sinden and prim wife, Grace Kelly, arrive. Gardner later returns when her ship gets stuck in mud. Gable starts falling for Kelly, which Gardner notices but which Sinden doesn't. On a safari to the gorilla country, Sinden learns the truth, but Gable realizes he can't tell him what the score is. Thanks to Gardner, relations between Sinden and his wife are patched up, leaving Gardner with Gable.

X-RAY: Filmed mostly in Africa, this combines a triangle story with the thrills of the jungle, and, added to the star lustre, it should account for itself well, even though it isn't in the same class as "King Solomon's Mines". However, it is merchandise that offers considerable, what with romance between Gable and Gardner and Gable and Kelly, a thrilling hunt for gorillas, other adventures, and plenty of tribesmen. The photography is aces, and the John Ford direction makes itself felt.

Occasionally, the pace slows down, and some more action scenes could have been included, but there is enough to satisfy most audiences. This was once made as "Red Dust." It is based on a play by Wilson Collison.

TIP ON BIDDING: Better price.

AD LINES: "Torrid Love . . . In Mysterious Africa"; "A Playgirl . . . A Prim Wife . . . And Clark Gable . . . In 'Mogambo'"; "The Year's Hottest Romance . . . In A Film Filled With Thrills . . . 'Mogambo'."

Take The High Ground (406)

COMEDY DRAMA 101m.

(AnSCO Color)

ESTIMATE: Better service film.

CAST: Richard Widmark, Karl Malden, Elaine Stewart, Euss Tanblyn, Carleton Carpenter, Steve Forrest, Jerome Courtland, William Hairston, Robert Arthur, Maurice Jara, Chris Warfield, Bert Freed. Produced by Dore Schary; directed by Richard Brooks.

STORY: Tough sergeant Richard Widmark, army veteran, has for his job the training of new draftees. Even his sidekick, sergeant Karl Malden, thinks Widmark is too tough. In the contingent to be trained are wisecracker Russ Tamblyn, Texan Carleton Carpenter, weakling Robert Arthur, and others, all of whom resent Widmark's toughness. Relations between Widmark and Malden become strained when both become interested in Elaine Stewart, who has been on the downgrade since her husband was killed in Korea, but she goes away, leaving Widmark and Malden still pals. At the end of the 16-week period, the lads are trained, and Widmark, proud of them, starts barking at a new lot of draftees.

X-RAY: Devoted to the training of infantrymen, with only a brief sequence devoted to fighting in Korea, this is replete with merchandising angles, plus the Widmark, Stewart draw, which should result in it making itself felt at the box-office. The title may be misleading, since it conveys battle action, but the mixture of emotion, drama, and comedy makes for palatable entertainment, especially attractive to anyone who has been in the army or whose sons or relatives are in the draftee stage. Production and direction are of a high order. With the natural military tieups, this has opportunities for the selling. The story is by Millard Kaufman. There is one song, "Take the High Ground."

TIP ON BIDDING: Better price.

AD LINES: "The Story Of Your Sons"; "Take The High Ground' . . . Meant Be Ready" . . . "She Was Only A Lush To Most Of The Men . . . But A Gal With Class To One Guy."

RKO

Follow The Fleet (487)

MUSICAL COMEDY 80M.

ESTIMATE: Reissue has the names to help.

CAST: Fred Astaire, Ginger Rogers, Randolph Scott, Harriet Hilliard, Astrid Allwyn, Ray Mayer, Harry Beresford, Addison Randall, Russell Hicks, Brooks Benedict, Lucille Ball, Betty Grable, Joy Hodges, Jennie Gray, Tony Martin, Maxine Jennings, Edward Burns, Jane Hamilton, Frank Mills, Frank Jenks. Produced by Pandro S. Berman; directed by Mark Sandrich.

STORY: When the fleet comes in, so do Fred Astaire, a song and dance man who joined the navy when his girl turned him down, and Randolph Scott, his buddy.

Astaire seeks Ginger Rogers, a dancer, and encounters her sister, Harriet Hilliard, who falls for Scott, who remains cool. Rogers wises up Hilliard and Scott falls. Rogers and Astaire, reunited, win a dance contest, and then Astaire takes Rogers out of the dance hall, promising to get her a real job. Scott falls under the spell of widow Astrid Allwyn. The fleet sails, and when it comes back, sailor Scott finds that Hilliard has spent her savings to have a merchant ship reconditioned so that he can captain it. Astaire sees producer Russell Hicks about Rogers. After a series of additional complications in which Astaire learns what Hilliard has done and that she will lose the boat unless \$700 is paid to a salvage company, Astaire suggests a show to raise the money, and conceives a plan to get rid of Allwyn. With his leave cancelled, Astaire finds the show threatened if the marines take him in, but Scott learns the truth, is reunited with Hilliard, and risks his stripes to permit the show to go on, Astaire having, of course, been reunited with Rogers.

X-RAY: When first reviewed in EXHIBITOR of February, 1936, it was said: "This rings the bell, and should turn in top grosses. The story allows for plenty of comedy, dancing, and some tuneful numbers by Irving Berlin, including: 'We Saw The Sea', 'Let Yourself Go', 'I'd Rather Lead The Band', 'Here Am I But Where Are You', 'Get Thee Behind Me Satan', and 'I'm Putting All My Eggs In One Basket.'" The authors are Hubert Osborne and Allan Scott from the legitimate stage hit, "Shore Leave", by Osborne.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Naughtical But Nice Musical With A Stellar Cast Of Stars"; "Irving Berlin Music And A Shipload Of Stars In A Ship-Shape Musical"; "Brought Back For Your Reenjoyment."

Marry Me Again

FARCE 72½M.

ESTIMATE: Amusing program comedy.

CAST: Robert Cummings, Marie Wilson, Ray Walker, Mary Costa, Jess Barker, Lloyd Corrigan, Jane Vincent, Richard Gaines, Moroni Olsen, Frank Cady, Joanne Arnold, Bob Thomas. Produced by Alex Gottlieb; written and directed by Frank Tashlin.

STORY: Marie Wilson and Robert Cummings are about to be wed when Cummings is ordered back into the air force as a jet pilot. He distinguishes himself in Korea, and returns a decorated hero. They plan to wed with the proviso that Wilson gives up her secretarial job, which pays her more than Cummings gets as a mechanic for Ray Walker. Wilson gets word that an aunt has died and left her a million dollars. She tries to keep this a secret from Cummings knowing that he wouldn't marry her with all that money. He finds out, and cancels out the wedding. She tries to get him back, and attempts to make him jealous by going out with her psychiatrist. A fight follows. Cummings tries to enlist in the air force, but he is turned down. Wilson decides to build a veterans' housing project with the money, and Cummings comes back to her. Her crooked lawyer, Moroni Olsen, tries to have the money hijacked, but Cummings and Wilson outwit him, and finally head for the altar.

X-RAY: A wacky comedy farce, this has gags that went over pretty well with a sneak preview audience, with the mugging, chase scenes and other gimmicks being laughingly received. The story, cast, direction, and production are suitable, and help make this a pleasant programmer for the duallers. It is based on a story by Alex Gottlieb.

TIP ON BIDDING: Fair program price.

AD LINES: "Plenty Of Fun, Romance, And Action When An Ex-GI Turns Down

Marie Wilson Because She Has A Million Dollars"; "Guaranteed To Chase Your Blues Away"; "Fun For All In This Humorous Free-For-All."

Out Of The Past MYSTERY MELODRAMA (488) 97M.

ESTIMATE: Reissue has the names and angles.

CAST: Robert Mitchum, Jane Greer, Kirk Douglas, Rhonda Fleming, Richard Webb, Steve Brodie, Virginia Houston, Paul Valentine, Dickie Moore, Ken Niles, Produced by Warren Duff, directed by Jacques Tourneur.

STORY: Jane Greer, girl-friend of gambler Kirk Douglas, shoots him, and flees with some money. Robert Mitchum, private detective, finds her in Mexico, and falls in love. She claims she never took the money. Mitchum accompanies her to San Francisco, where they begin to set up housekeeping, but Greer runs away with the money, leaving Mitchum holding the bag. Mitchum is located later by one of Douglas' men, and brought back. Douglas has a plan to send Mitchum behind bars. Wary of a frameup, Mitchum learns a lawyer has been murdered with all the evidence pointing to him as the killer, acquires papers which would indict Douglas on a tax infraction, and tries to buy his way out. Greer, realizing that she would be the one to take the rap, kills both Douglas and Mitchum, and is killed herself.

X-RAY: When first reviewed in THE SERVICESECTION of November, 1947, it was said in part: "Based on 'Build My Gallows High,' by Geoffrey Homes, this maintains a swift pace, and sustains the tense and taut mood through the first half of the film, but unfortunately the story gets out of hand at this point, and rambles through several undeveloped sequences, making for confusion."

TIP ON BIDDING: Usual reissue price.

AD LINES: "Caught In A Trap Of Deceit And Hate"; "An Underworld Thriller"; "Brought Back For Your Reenjoyment."

Suspicion (486) MELODRAMA 99M.

ESTIMATE: Reissue has the names to help.

CAST: Cary Grant, Joan Fontaine, Sir Cedric Hardwicke, Nigel Bruce, Dame May Whitty, Isabel Jeans, Heather Angel, Auriel Lee, Reginald Sheffield, Leo G. Carroll. Directed by Alfred Hitchcock.

STORY: Joan Fontaine, English girl, falls for Cary Grant, penniless, attractive playboy. They wed against advice of her father, Cedric Hardwicke, and mother, Dame May Whitty. The inheritance Fontaine may receive from her father has become a factor. Fontaine is stunned to find that Grant has stolen money from a friend. Meanwhile, Grant interests Nigel Bruce in a real estate proposition, intending to use it to benefit himself financially. Fontaine objects, and Grant calls it off, but she then gets the idea Grant would stop at nothing, even murder, for money. Grant and Bruce leave for London, from which city Bruce is to go to Paris. When Bruce is found dead in Paris, Fontaine suspects Grant and then believes he is about to kill her. Finally, she goes back to Grant after she is convinced that he is innocent.

X-RAY: When first reviewed in THE SERVICESECTION of October, 1941, it was said in part: "This will naturally be compared with other Hitchcock releases, but it does not hit the mark of the others. It moves too slowly and takes a long time getting started. For class spots this will serve

well. For the others, it will need concentration on the romance and melodrama." This is from a story by Francis Hes.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Brought Back For Your Reenjoyment"; "Was She Married To A Playboy Or A Killer?"; "Was She Wed To A Murderer—Or His Next Victim?"

Top Hat (485) MUSICAL COMEDY 81M.

ESTIMATE: Reissue should have the usual appeal.

CAST: Fred Astaire, Ginger Rogers, Edward Everett Horton, Helen Broderick, Erik Rhodes, Eric Blore. Produced by Pandro S. Berman; directed by Mark Sandrich.

STORY: Fred Astaire arrives in London to star in Edward Everett Horton's stage revue, and learns Ginger Rogers, fellow-American, occupies the hotel suite below his. Horton's wife, Helen Broderick, has planned a big weekend following the premiere. Astaire makes a play for Rogers, but due to a mistaken identity, Rogers believes Astaire is Broderick's husband. Astaire tells Horton he can't understand Rogers' actions, and Horton can't either, so he assigns his valet, Eric Blore, to shadow her. Unknown to both Horton and Astaire, the other man they suspect in Rogers' life is her coutouriere, Erik Rhodes. Later, the confusion leaves mistaken identities unexplained. Set on making a match between Rogers and Astaire, Broderick throws them together. Rogers realizes she is in love with Astaire, but, in desperation, asks Rhodes to marry her at once, and he obliges. Broderick blames Horton for the forced marriage, and Astaire understands Rogers' behavior. They flee in a gondola oared by Blore, wearing disguises. Attending the gondoliers' fiesta, they ask Rhodes to free Rogers. Blore divulges that it was he, disguised as a clergyman, who "married" Rogers and Rhodes. Rogers and Astaire return to London and the show.

X-RAY: When first reviewed in EXHIBITOR in September, 1935, it was said: "This is truly 'tops'. It looks like dough for anybody's theatre with plentiful Astaire comedy and dancing, Horton's comedy, a good supporting cast, and Rogers co-starring and co-dancing right along. Backed by Irving Berlin tunes, "No Strings", "Top Hat, White Tie And Tails", "Isn't This A Lovely Day", and "Cheek To Cheek" plus a dance routine, "Piccolino", it is a number one show." The author is Dwight Taylor.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Great Astaire-Rogers Musical Dance-sation"; "A Cast Of Stars Plus Unforgettable Irving Berlin Music In A 'Top' Musical"; "Brought Back For Your Reenjoyment."

REPUBLIC

Champ For A Day ACTION DRAMA (5211) 90M.

ESTIMATE: Boxing melodrama should make a good addition to the duallers.

CAST: Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson, Joseph Wiseman, Barry Kelley, Henry Morgan, Jesse White, Horace McMahon, Eddy Waller, Grant Withers, Richard Wessel, Hal Baylor. Associate producer and director, William A. Seiter.

STORY: Eastern heavyweight fighter Alex Nicol goes to a midwestern city to meet his manager, and finds him absent,

but agrees to go through with a fight arranged by promoters Barry Kelley and Joseph Wiseman against the latter's fighter, a local favorite. He wins the fight although his manager doesn't show. Nicol stays at a tourist court run by Hope Emerson and Charles Winninger, and makes friends with Audrey Totter, who admits she is waiting for Nicol's manager so she can marry him lest he force her brother to go to jail. Nicol does some investigating, and discovers that his manager was killed by Kelley's and Wiseman's henchmen. Nicol also signs to fight a leading contender, and is told that the latter will throw the bout to him. Caught in a spot, Nicol infuriates his rival during the fight, with the result that Nicol loses the bout, causing the promoters to get in bad with gamblers who thought it would be fixed. Kelley and Wiseman shoot it out, and are killed. Nicol and Totter clinch.

X-RAY: An interesting fight melodrama, this has a breezy style and a twist at the end, and it should satisfy in the action spots and duallers. Nicol is okeh as a boxer, while Kelley and Wiseman are good heavies. The feature parts are also well handled. This is based on a story by William Fay.

AD LINES: "His Fists Made For Killing . . . Her Lips For Kissing"; "You Made Me The Champ . . . Now Show Me Why I Can't Throw You Back Into The Gutter"; "What Happened When A Bundle Of Muscle Meets A Dame With Plenty Of Class?"

20TH-FOX

The Robe



DRAMA
132½M.

(Color by Technicolor)
(CinemaScope)

ESTIMATE: Excellent.

CAST: Richard Burton, Jean Simmons, Victor Mature, Michael Rennie, Jay Robinson, Dean Jagger, Torin Thatcher, Richard Boone, Betta St. John, Jeff Morrow, Ernest Thesiger, Dawn Addams, Leon Askin, Helen Beverly, Frank Pulaski, David Leonard, Michael Ansara, Jay Novello, Nicholas Koster, Frank De Kova, Harry Shearer. Produced by Frank Ross; directed by Henry Koster.

STORY: Roman tribune Richard Burton buys Greek slave Victor Mature, incurring the wrath of Jay Robinson, heir to the Roman throne. Burton also meets former childhood sweetheart Jean Simmons, now a ward of emperor Ernest Thesiger. Robinson has Burton ordered to duty in Jerusalem, with Mature as his slave. The latter sees the one called the Messiah, and becomes a follower. Local governor Richard Boone orders the arrest of the Messiah, and Burton is ordered to execute him along with two other prisoners. The crucifixion over, the soldiers gamble for Jesus' robe, and Burton wins. Donning it, he is physically and mentally affected. Mature takes it and escapes. Burton, ill, is then ordered to Capri. Thesiger suggests that Burton find the robe and destroy it, thus ending the spell over all. Burton follows Mature's trail, and finds him among Jesus' followers. Obtaining the robe, Burton finally attains peace of mind, and also becomes a follower, joining Mature and Michael Rennie, a disciple of Jesus. Robinson, named emperor when Thesiger dies, has but one aim, to find Burton. Mature is captured and tortured, but is saved by Burton and men. However, to allow Mature to escape, Burton is captured. Arrested, he is tried before the whole court, including his father, Senator Torin Thatcher. Although Robinson tries to have Burton renounce

Christ, he refuses, and is condemned to death. Simmons, also converted, chooses to die with him.

X-RAY: This is not only a fine production but it also marks the first in CinemaScope, and as such it undoubtedly should start a new era in motion pictures. The CinemaScope, as unveiled in the 2.55-1 ratio, is impressive, and definitely indicates the pattern of things to come. It has scope, breadth, and ample area for movement, making the fullest use of the backgrounds, but never losing intimacy in the emotional scenes. Numbers of peoples have been used in many scenes to advantage, yet the dramatic values have never been lost on the giant screen. As for the film it would be a success in any dimension. It ranks with the industry's best Biblical efforts, with director Henry Koster reverently and competently handling the reins, making the most of the spectacle, drama, intrigue, action, suspense, etc., with the cast ideal throughout. Burton, Simmons, Mature, and the other players turn in masterful jobs. The Lloyd C. Douglas novel, as produced by Ross, with camerawork by Leon Shamroy, and screen play by Philip Dunne, offers many opportunities, and the most has been made of its possibilities. That the public should appreciate the film and the wide dimension goes without saying. The CinemaScope, as viewed from the orchestra in the Roxy, New York City, lives up to everything claimed, with even fuller use as the writers and directors catch up with its full opportunities. From the balcony, the CinemaScope was also impressive, although at times there seemed to be a slight falling away of light around the edges, but never to a degree that audiences might notice. A constant check on the focus undoubtedly will be necessary at all times in order to get the most out of the production. All in all, 20th-Fox has made good its promise that CinemaScope heralds a new era in exhibition.

TIP ON BIDDING: Highest bracket.

AD LINE: "A New Thrill In Theatre-going"; "The Robe . . . The First Of The Motion Pictures Of The Future"; "A Great New Film In A Great New Theatre Medium."

Thy Neighbor's Wife (333)

DRAMA
77M.

ESTIMATE: For the lower half.

CAST: Hugo Haas, Cleo Moore, Ken Carlton, Kathleen Hughes, Tony Jochim, Tom Fadden, Darr Smith, Oscar O'Shea, Tom Wilson, Roy Engels, Bob Knapp, Joe Duval, Henry Dorden. Written, produced, and directed by Hugo Haas.

STORY: In a European town, 100 years ago, Hugo Haas, elderly town judge, marries young Cleo Moore, who has a yen for Ken Carlton. When a farmer is found murdered, suspicion seems to turn to Carlton, but since he was with Moore at the time of the murder, he finds himself in a difficult position. Moore arranges things so that her maid, Kathleen Hughes, appears to have become involved in an affair to throw suspicion from herself. Eventually, Haas learns the truth about his wife's deception, and kills the half-wit who really murdered the farmer to make Carlton look guilty. In the finale, Haas pays the extreme penalty for his crime while Moore is left with Carlton.

X-RAY: A slow-moving, period piece, this is strictly for the lower half. Haas again covers a familiar theme, and his treatment is old-fashioned throughout.

AD LINES: "An Older Man . . . A Young Wife . . . And A Lover"; "He Coveted His

Neighbor's Wife . . . While Hubby Didn't Know"; "When The Husband's Away . . . This Young Wife Wanted To Play."

Vicki (334)

MYSTERY MELODRAMA
85M.

ESTIMATE: Fair mystery melodrama.

CAST: Jeanne Crain, Jean Peters, Elliott Reid, Richard Boone, Casey Adams, Alex D'Arcy, Carl Betz, Aaron Spelling, Roy Engel. Produced by Leonard Goldstein; directed by Harry Horner.

STORY: When model Jean Peters is killed, police lieutenant Richard Boone latches on to Elliott Reid, publicity agent, who took Peters from her job as waitress, and who, with the help of columnist Casey Adams and actor Alex D'Arcy, made her a glamour girl. At first, her sister, Jeanne Crain, is against this, but Peters seems to be making good until she is killed as she is about to leave for a job in Hollywood. Boone finds out that Reid and Peters quarreled, but there isn't enough evidence to convict him. Crain, too, is suspected. At one point, switchboard operator Aaron Spelling is suspected, but he is cleared. A damaging note from Reid to Peters is found, and the police issue orders to pick him up. Boone starts to manhandle him. Crain helps Reid escape, and they find they are in love. Reid sets a trap, and Spelling admits that he killed Peters when she resisted his advances. Reid finds numerous photos of the dead girl in Boone's home. He admits being in love with her from afar. Boone is led away, and Crain and Reid clinch.

X-RAY: An interesting yarn, this has also a goodly amount of suspense. The cast is efficient, Crain and Peters are attractive and the direction and production are suitable. A song, "Vicki", is rendered by Peters. The screen play is by Dwight Taylor, based on a novel by Steve Fisher. This was once made as "I Wake Up Screaming."

TIP ON BIDDING: Fair program price.

AD LINES: "She Was A Gal Everyone Wanted . . . 'Vicki'"; "A Mystery Yarn About A Gal Who Had Everything And Nothing"; "A Beautiful Model Is Killed And Everyone Is Suspected."

UNITED ARTISTS

Sabre Jet

ROMANTIC MELODRAMA
95M.

(Krueger)
(Cinecolor)

ESTIMATE: Air action film has the angles for the selling.

CAST: Robert Stack, Coleen Gray, Richard Arlen, Julie Bishop, Leon Ames, Amanda Blake, Reed Sherman, Michael Moore, Lucille Knoch, Tom Irish, Kathleen Crowley, Jerry Paris, Jan Shepard. Produced by Carl Krueger; directed by Louis King.

STORY: Coleen Gray, feature writer, arrives at a jet air base in Japan commanded by General Richard Arlen to do a story on the wives of pilots. Gray is also the wife of Colonel Robert Stack, second in command, but she thought her job more important than just being a wife. She becomes acquainted with Julie Bishop, Arlen's wife, and their two sons. Arlen and Stack plan a raid, and Arlen goes off to scout the area. He doesn't return, but he sends back the needed information. Bishop refuses to believe he is dead. Gray now gives up her job as Stack takes off to lead the raid, and she is waiting at the

gate for him when he returns.

X-RAY: Some good jet plane sequences have been interwoven in able fashion with the romance and other domestic angles so the result is a film that could show good results with a little plugging. Tie-ins are natural. The direction, acting, and production are in the good category. The screen play is by Dale Eunson and Katherine Albert, based on a story by Krueger.

TIP ON BIDDING: Fair program price.

AD LINES: "Follow The Roaring Jets To Action And Adventure"; "A Yarn About The Jet Fliers And Their Wives"; "Thrills In The Air As The Sabre Jets Battle The Enemy For High Stakes."

U-International

Back To God's Country

ACTION
MELODRAMA
78M.

(Color by Technicolor)

ESTIMATE: Picturization of James Oliver Curwood story is best for smaller situations and duallers.

CAST: Rock Hudson, Marcia Henderson, Steve Cochran, Hugh O'Brian, Chubby Johnson, Tudor Owen, John Cliff, Bill Radovich, Arthur Space. Produced by Howard Christie; directed by Joseph Pevney.

STORY: Schooner captain Rock Hudson and wife, Marcia Henderson, are about to sail their ship from northern Canada to Seattle when they receive a letter from the government telling them to wait for inspection. Actually, the missive was sent by local big shot Steve Cochran, posing as a friend but coveting Henderson. Cochran first schemes to get Hudson out of town to kill him, but this is thwarted. Hudson, learning the truth on his return, fights with Cochran, and his leg is broken through the assistance of Hugh O'Brian Cochran's right hand man. The race then is to get Hudson to a doctor in a fort 150 miles away by dog sled. Despite treachery, and Cochran finally coming out into the open, Henderson and Hudson reach the fort. Cochran, who murdered O'Brian, is killed by a dog which he has been lashing after murdering its original master.

X-RAY: An old-fashioned melodrama, this may have appeal for the smaller situations, but in the larger cities it will have to fit into the duallers. The show is based on the James Oliver Curwood story. In areas where dog stories and sagas of the frozen north are welcomed, this should find its niche. Performances, in view of the type of story, are competent, although the players don't get much opportunity.

TIP ON BIDDING: Program price.

AD LINES: "Two Men . . . And One Coveted The Other's Wife"; "Terror In The Frozen North . . . Where Only Passion Burned"; "James Oliver Curwood's Famous Story . . . In Vivid Technicolor."

East of Sumatra (334)

MELODRAMA
82M.

(Color by Technicolor)

ESTIMATE: Familiar type melodrama should appeal to the action spots.

CAST: Jeff Chandler, Marilyn Maxwell, Anthony Quinn, Suzan Ball, Jay C. Flippen, John Sutton, Scat Man Crothers, Eugene Iglesias, Earl Holliman, Peter Graves, Anthony Eustrel, James Craven, Aram Katcher, John Warburton. Produced by Albert J. Cohen; directed by Budd Boetticher.

STORY: Mining engineer Jeff Chandler is assigned to get tin out of an area on an island east of Sumatra. His superior is John Sutton, based at the Singapore office, and his relations with Sutton don't get any better when he learns that Marilyn Maxwell, a former girl friend, is now Sutton's sweetheart. Chandler gets the okeh of Anthony Quinn, island chieftain, to mine the tin, but Suzan Ball, Quinn's future wife, shows an interest in Chandler which complicates matters. Chandler promises Quinn goods and medicine in return for services. When Sutton only sends equipment, Quinn is enraged. Matters are complicated when the island's rice supply burns down. Quinn determines to starve out the white people after burning their planes, and in the showdown, Chandler fights with Quinn, and the latter is killed. Ball takes over as princess, declares the war at an end, and Chandler clinches with Maxwell.

X-RAY: A familiar sort of melodrama, this is enhanced by the color, but the story, acting, direction, and production are all standard. However, the title should be attractive for some spots even though the film doesn't include any surprise. The story was by Louis L'Amour and Hack Natteford.

TIP ON BIDDING: Fair program price.

AD LINES: "Death Lurked In The Jungles Of Sumatra"; "East Of Sumatra . . . Where The Moon Cast A Spell"; "They Challenged The White Men's Rule . . . East Of Sumatra."

Genevieve

COMEDY
85M.

(Rank)
(Color by Technicolor)
(English-made)

ESTIMATE: Antique car import may appeal to the art houses.

CAST: John Gregson, Dinah Sheridan, Kenneth More, Kay Kendall. Produced and directed by Henry Cornelius.

STORY: John Gregson, young barrister, is the possessor of a veteran car, which he calls "Genevieve." His affection for this horseless carriage, vintage 1904, is not shared by his wife, Dinah Sheridan. The day before the annual London to Brighton Commemoration Rally, Gregson is tuning up the car when an old friend of his wife, Kenneth More, arrives in another auto, circa 1904. More, a bachelor, precipitates a row between Gregson and Sheridan. The cars set off for Brighton, and for Gregson and his wife, it is a journey of disaster. When they arrive in Brighton, they discover More and his girl friend have made the journey in fast time. In a night club, Gregson becomes jealous of More's familiarity with his wife, and More becomes mortified when girl friend Kay Kendall borrows a trumpet, plays, and passes out. A bet is made for a race back to London, and after a series of mishaps "Genevieve" wins handily, and Gregson realizes his fears about his wife are groundless. The two couples are reunited in friendship.

X-RAY: An antique car rally to Brighton is given a comedy treatment here, and the result is a film which may attract in the art houses. The conflict, confined to the domestic bickerings of husband and wife, is a little thin, but warm-hearted. Exploitation possibilities with antique car owners are obvious. The screen play is by William Rose.

AD LINES: "The Horseless Carriages Ride Again"; "You've Never Met Anyone Like 'Genevieve'"; "Antique Cars Rally For An English Comedy."

The Servisection Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

The Titfield Thunderbolt

COMEDY
83M.

U-I
(Rank)

(Color by Technicolor)
(English-made)

ESTIMATE: Jolly import for the art houses.

CAST: Stanley Holloway, George Relph, Naunton Wayne, John Gregson, Godfrey Tearle, Hugh Griffith. Produced by Michael Truman; directed by Charles Crichton.

STORY: Titfield, a small English village, is linked with a market town by a single track railway built by the great-grandfather of John Gregson, with the original engine which opened the line in a museum. The railway is about to be replaced by a bus, and ardent railway enthusiast George Relph, the vicar, brings the villagers together to buy the railway. Local drunk Stanley Holloway, approached to finance it, does so on condition that a bar be installed in the coach. The amateurs are given one month's probation to run the railway, and Relph drives the engine, guarded by Gregson and fired by retired railway worker Hugh Griffith. Business flourishes, and the bus operators employ sabotage, even hiring a steam-boiler driver to send the train over an embankment. Relph remembers the original Titfield Thunderbolt, and it is put into service. The arrival of Bishop Godfrey Tearle is feared by Relph, who fears censure, but Tearle proves to be a railway enthusiast, and fires the engine himself on the run that meets its test.

X-RAY: Though not up to the standard of some English farces, this should appeal to selected audiences. It moves along, and the original screen play by T. E. B. Clarke is good. It is often heart-warming, and the pace is kept at even timing with the laughs frequent. There are authentic settings, and the acting is satisfactory.

AD LINES: "All Aboard For An Evening's Ride Of Fun"; "Take A Ride On 'The Titfield Thunderbolt' For The Laugh Of Your Life"; "Look Out, Grouches, Here Comes The Laugh-Loaded Titfield Thunderbolt."

WARNERS

Blowing Wild (306)

MELODRAMA
89½M.

(Made in Mexico)

ESTIMATE: Star draw should make the difference.

CAST: Gary Cooper, Barbara Stanwyck, Anthony Quinn, Ruth Roman, Ward Bond, Ian MacDonald, Richard Karlan, Juan Garcia, Lee Van Cleef, Mickey Simpson. Produced by Milton Sperling; directed by Hugo Fregonese.

STORY: In Mexico, a few years ago, oil wildcatters Gary Cooper and Ward Bond lose their well when bandits headed by Juan Garcia blow it up. They meet former pal Anthony Quinn, now a wealthy oil man, whose wife, Barbara Stanwyck, still has a yen for Cooper. Ruth Roman, trying to get money for passage back to the States, also falls for Cooper. When bandits threaten Quinn, seeking a payoff, Cooper wants to fight them. Quinn realizes that he no longer has the necessary courage when he sees Cooper save a well from blowing up, and knowing also that Stanwyck still loves Cooper, Quinn decides to fight the bandits, but Stanwyck murders him, making it appear an accident. Cooper tells Stanwyck off for the last time as the bandits blow up the wells. Stanwyck is killed, and Cooper kills Garcia. Cooper goes off with Roman and Bond.

X-RAY: A violent melodrama of oil, love, and banditry, this has a strong star draw, so the result should be okeh at most boxoffices. While the story is more or less typical, it is played hard and fast, and action addicts should get their fill. Cooper is satisfactory in a standard part while Stanwyck is eloquent in a familiar role as well. Feature support is also okeh. The film is punctuated by plenty of shooting and melodrama. Use of a song, "Blowing Wild", sung by Frankie Laine, features the background music. The story was written by Philip Jordan.

TIP ON BIDDING: Better than usual price.

AD LINES: "When Oil And Women Mix . . . Watch For An Explosion"; "Gary Cooper . . . As An All-American He-Man In 'Blowing Wild'"; "Tense . . . Taut . . . Dramatic . . . A Tale Of Two-Timing Women And A One-Gal Guy."

A Lion Is In The Streets (305)

MELODRAMA
88M.

(Color by Technicolor)

ESTIMATE: Cagney starrer will need plenty of push.

CAST: James Cagney, Barbara Hale, Anne Francis, Warner Anderson, John McIntire, Jeanne Cagney, Lon Chaney, Frank McHugh, Larry Keating, Onslow Stevens, James Millican, Mickey Simpson, Sara Haden, Ellen Corby. Produced by William Cagney; directed by Raoul Walsh.

STORY: In the south, peddler James Cagney marries school teacher Barbara Hale, and then starts on a whirlwind rise politically, using hysteria among cotton pickers and small town folk as his device. He incites the people unfairly against cotton grower Larry Keating, uses the trial of wounded John McIntire, a cotton picker, to get headlines, and ties up with crooked forces headed by Onslow Stevens to run for governor. Meanwhile, Cagney plays around with Anne Francis on the side. However, Cagney's rise is stopped when his crooked goings-on are exposed, and he is shot by the widow of McIntire.

X-RAY: Based on the novel by Adria Locke Langley, a best-seller a number of years ago, this doesn't measure up to what might be expected. Cagney seems miscast as the rabble rouser, and while there are some exciting moments, for the most part the film falters along. On the other hand, where Cagney pulls, his name should be of advantage, and concentrating on the sensational elements should be helpful to houses which can appeal to the melodrama and action followers. The direction is uneven, as is the treatment of the novel, with performances as expected.

TIP ON BIDDING: Fair program price.

AD LINES: "Mob Rouser . . . Master Of Emotions . . . Meet A Lion Among Men And Women"; "James Cagney . . . As The Two-Timing Guy Who Liked His Politics And Women"; "See What Happens When A Rabble Rouser Holds Sway In A Southern State."

The Moonlighter (303)

WESTERN DRAMA
77M.

3-D

ESTIMATE: 3-D draw should help fair outdoor show.

CAST: Barbara Stanwyck, Fred MacMurray, Ward Bond, William Ching, John Dierkes, Morris Ankrum, Jack Elam, Charles Halton, Norman Leavitt, Sam Flint, Myra Marsh. Produced by Joseph Bernhard; directed by Roy Rowland.

STORY: Fred MacMurray, a "moonlighter", rustler of cattle by moonlight, is jailed. A mob overpowers the sheriff, and

lynches a hobo thinking him MacMurray, who escapes and vows vengeance. He kills several of the mob, and is wounded after which he goes home to his mother, Myra Marsh, and brother, William Ching. Barbara Stanwyck, his one-time sweetheart, convinces him that there is now nothing between them, preferring Ching instead Ward Bond, an outlaw pal of MacMurray, talks him into robbing the local bank. Ching, having worked in the bank, cuts in. Ching is killed. Bond doublecrosses MacMurray, and makes off with the money, running into Stanwyck, deputized to bring in the crooks. Bond is killed. Stanwyck takes MacMurray back, but is thrown from her horse into a raging river. MacMurray saves her, and they realize they are still in love. He heads back to town to go to jail, and she promises to wait.

X-RAY: This offers a fair story, 3-D, and the marquee names of MacMurray and Stanwyck. In addition, there are action, average performances and direction, and a pace that ranges from fair to average. There is little that 3-D adds, but it could help in some situations. The story and screen play are by Niven Busch.

TIP ON BIDDING: Fair program price.

AD LINES: "Being A Moonlighter Almost Got Him Lynched"; "Action And Adventure And Gunplay By The Light Of The Moon"; "A Straight Shooting Gal Goes After Her Man With A Gun."

The Shorts Parade

TWO REEL

Comedy

BIRTHDAY BLUES. RKO—Leon Errol Reissues. 17m. When first reviewed in *THE SERVICESECTION* in February, 1945, it was said: "Leon Errol, forgetting his wife's birthday, purchases a fur coat from a man on the street, completely unaware that the coat has just been stolen from his next door neighbor, Elaine Riley. When the detectives begin investigations, Errol attempts to return the wrap to Riley's apartment, only to be caught by her jealous husband. However, the crook is apprehended, but as the film ends, Dorothy Grainger, Errol's wife, is bawling him out for trying to pawn a 'hot' fur coat off on her. FAIR." (43703).

DO OR DIET. RKO—Edgar Kennedy Reissues. 16m. When first reviewed in *THE SERVICESECTION* in February, 1947, it was said: "Edgar Kennedy is given a vacation and a better position. He neglects to tell his wife, and she gets the idea that he was fired, noticing his huge stomach and having read in the paper that bosses nowadays do not want fat men working for them. She asks her old boy friend, Dick Wessel, to the house, and shows Kennedy that it pays to have a good build. Kennedy decides to take her advice, and exercise. This leaves him mighty sore, so he decides to take pills instead, but believes he has taken poison. After a few silly treatments administered by his family, the doctor arrives, and pronounces him in shape. FAIR." (53505).

GEM JAMS. RKO—Leon Errol Reissues. 18m. When first reviewed in *THE SERVICESECTION* in April, 1943, it was said: "Leon Errol is a jewelry salesman who has been staying out nights supposedly on business. His wife is very suspicious, and threatens that should she catch him wandering with his affections it will be too bad. The boss orders Errol to go out to see a woman

buyer at her hotel. Errol's wife follows, and the usual Errol monkeyshines takes place. FAIR." (43701).

HE FORGOT TO REMEMBER. RKO—Leon Errol Reissues. 17m. When first reviewed in *THE SERVICESECTION* of November, 1944, it was said: "When Leon Errol's wife finds him in a night club when he said he was going fishing, Errol decides to make believe he is an amnesia victim. His wife, however, calls for the doctor, who, after discovering that Errol is a faker, calls his nurse, and she tells Errol that he married her while he was drunk. His wife, after finding the two together, makes believe that she has shot herself, and Errol then promises to be a good boy. FAIR." (43702).

HEADING FOR TROUBLE. RKO—Edgar Kennedy Reissues. 18m. When first reviewed in *THE SERVICESECTION* in August, 1947, it was said: "Edgar Kennedy is determined to spend his vacation in a trailer instead of at an expensive resort, and the family goes along. The usual troubles with water, folding chairs, and sleeping quarters are encountered, and added to this is the fact that a pair of bank robbers decide to hook onto the trailer during the night. They are discovered on the mountain roads, and are forced to let the trailer go. A merry and exciting ride down the winding roads results, and they pile up in a haystack. Only the Kennedy pride is hurt. GOOD." (53506).

IT SHOULDN'T HAPPEN TO A DOG. RKO—Leon Errol Reissues. 18m. When first reviewed in *THE SERVICESECTION* in July, 1945, it was said: "Leon Errol's dog is a bone of contention between him and his wife, so when she wants to get rid of the animal, aided by the iceman, Errol mistakenly thinks they are trying to get him out of the way. The aid of Tom Kennedy, a detective, is enlisted by Errol, and, in addition, an escaped convict arrives, with the whole thing slightly better than the Errol average. GOOD." (43705).

LET'S GO STEPPING. RKO—Leon Errol Reissues. 17m. When first reviewed in *THE SERVICESECTION* in May, 1945, it was said: "Leon Errol's wife wants to go out dancing and to night clubs, but he is too tired. He has a peppy twin, the subject of a fight between the pair. Errol decides to do as his wife wishes, and gets all dolled up. By the time he is finished, he resembles his brother greatly. When he knocks on his wife's door, she mistakes him for his brother, and asks him to take her out. He poses as his brother, and tries to find out how much she really loves her husband. She leaves him, and goes home, and he has a time trying to get into bed before she can discover that he was out. She finds him out, and things really begin to fly. GOOD." (43704).

MAID TROUBLE. RKO—Leon Errol Reissues. 18m. When first reviewed in *THE SERVICESECTION* in February, 1946, it was said: "Leon Errol's main point in clinching a business deal is his solution to labor problems. He invites his new boss to his house for dinner to sign the contract and to prove that his household is not beset with the usual trouble. Errol finds that the maid has quit. He substitutes his wife for the maid, and things go smoothly until the old maid appears, posing as Errol's wife. This is one of the better Errol comedies. GOOD." (43706).

MOTOR MANIACS. RKO—Edgar Kennedy Reissues. 18m. When first reviewed in *THE SERVICESECTION* in September, 1946, it was said: "Edgar Kennedy learns that his brother-in-law has invested Kennedy's money in a new outboard motor inven-

tion. When he learns that his mother-in-law's old flame is visiting her, Kennedy tries to make him invest also. While testing the motor, Kennedy falls into the lake after a wild ride. The future buyer says he likes the motor, and will invest as soon as he gets the money to finance his oil wells. Kennedy jumps at him, and takes another ride around the lake. FAIR." (53504).

PARDON MY BACKFIRE. Columbia—The Three Stooges. 3-D. 16m. Making the most of the 3-D medium, this has The Three Stooges running an automobile repair shop, becoming involved with three crooks fleeing from the police. The mad-caps eventually capture the burglars, and hand them over to the law, but not before everything available has been directed at the audience. EXCELLENT. (6440).

TROUBLE OR NOTHING. RKO—Edgar Kennedy Reissues. 18m. When first reviewed in *THE SERVICESECTION* in February, 1946, it was said: "Edgar Kennedy's brother-in-law convinces him to play the horses. The result finds Kennedy owing the bookie money that can be had if the town's banker lends it to Kennedy. Kennedy tries to impress the banker by serving his favorite dessert, ice cream, at dinner, but while freezing the cream the banker's watch falls into the machine. While eating the ice cream, the banker and Kennedy realize they are eating vanilla with Elgin. The banker threatens to sue, the bookie demands his money, and Kennedy is 'murdering' dear brother-in-law. FAIR." (53502).

UNLUCKY DOG. RKO—Edgar Kennedy Reissues. 15m. When first reviewed in *THE SERVICESECTION* in October, 1943, it was said: "Edgar Kennedy's brother-in-law takes a ventriloquism course. That night, the course completed, he brings him a dog supposed to be able to talk. With the brother's help, it does. Kennedy, realizing the profits, offers to buy him. He plays right into his in-law's hands, who takes all that his bank account can stand, and departs for a long vacation. Before leaving, however, brother has the dog say that he will never speak again because he has been sold to Kennedy. The short closes with Kennedy tearing at what little hair he has left. GOOD." (43501).

WALL STREET BLUES. RKO—Edgar Kennedy Reissues. 17m. When first reviewed in *THE SERVICESECTION* in August, 1946, it was said: "Edgar Kennedy learns that the stock he thought worthless is selling for \$75 a share, and that his wife has wallpapered the 200 shares on the den of the house from which they moved. He goes back, but meets difficulties, and is thrown out. His brother-in-law helps him retrieve the stock, but when they reach the stockbroker's office they learn that the stock needed is preferred, and his is common. Kennedy does his usual slow 'burn'. FAIR." (53503).

WIFE DECOY. Columbia—Assorted Favorite Reprints. 16m. When first reviewed in *THE SERVICESECTION* of August, 1945, it was said: "Hugh Herbert is given a raise by his boss providing he will act as a wife decoy, to accompany him on his dates with pretty clients so if his wife ever catches up with him he can pass off the beauties as Herbert's friends. This works okeh until Herbert's wife, who has, unknown to him, bleached her hair, spruced up considerably, hears about it, goes to a night spot, flirts with her own husband, and succeeds in luring him away from the girl he was with. After she succeeds in getting into Herbert's home with

him, his wife continues with the impersonation, but has to chase from room to room in order to play both the role of his wife, supposedly in bed asleep, and the pick-up in the living room, whom Herbert is trying to lose. Herbert finally traps her in the bed, and says he knew it was her all the time. FAIR." (6421).

Drama

MY PAL. RKO—My Pal Reissues. 22m. When first reviewed in THE SERVICESECTION in October, 1947, it was said: "Young Ted Donaldson greets a small puppy as it walks into his farm. Although his mean uncle wants to get rid of the dog, Donaldson keeps it, and waits patiently for it to grow up. As time goes by, the uncle makes it tougher and tougher for Donaldson until one day he decides to leave home. On his travels, he encounters the original owner of the dog, but the latter finds the dog and Donaldson so attached that he not only refuses to separate them, but adopts the boy. GOOD." (43201).

PAL'S ADVENTURE. RKO—My Pal. 20m. When first reviewed in THE SERVICESECTION in November, 1948, it was said: "Ted Donaldson is innocently involved in a radio store theft, but is given a suspended sentence. While on the road, he sees a crate fall off a truck. The crate contains a dog, whose slight injury is soon fixed by Donaldson. His efforts to locate the owner failing, he stops at a lunch wagon, where he hears a police broadcast that the dog is stolen. Donaldson leaves the dog, but it follows him home to the waiting police, but while being taken to the station, he notices the thieves, and overcomes them with the dog's aid. He receives a reward and a puppy. FAIR." (43202).

Musical Western

RHYTHM WRANGLERS. RKO—Ray Whitley Reissues. 19m. When first reviewed in THE SERVICESECTION in February, 1946, it was said: "Ray Whitley and his boys land a job at a dude ranch after a rival place has lured away the former band. Their music has such charm that the guests of the rival ranch change spots, and the heads of the two ranches, Georgia Simons and Lloyd Ingraham, straighten up an old feud, and Whitley falls for the rancher's daughter, Jane Walsh. Songs heard include 'Big Corral', 'Twenty Wrinkles On The Old Washboard', 'Wagon Trail', 'Old Chisholm Trail', and 'Going Back To Texas' FAIR." (43402).

A WESTERN WELCOME. RKO—Ray Whitley Reissues. 19m. When first reviewed in THE SERVICESECTION in May, 1938, it was said: "Ray Whitley and his singing cowboys, who certainly do the western songs in thoroughly enjoyable and tuneful manner, give a tenderfoot easterner welcome that almost scares him to death, almost hanging him as a joke. When they learn he is the attorney for the estate which owns the ranch, they feel their jobs going. But the eastern girl, who came with the attorney, proves to own the ranch, so all is well. A number of western-type songs are heard. GOOD." (43401).

Serial

THE GREAT ADVENTURES OF CAPTAIN KIDD. Columbia serial in 15 chapters. Richard Crane, David Bruce, John Crawford, George Wallace, Lee Roberts, Paul Newlan, Nick Stuart, Terry Frost, John Hart, Marshall Reed, Eduardo Canino, Jr., Willetta Smith. Produced by Sam Katzman; directed by Derwin Abbe and Charles S. Gould. Episode One: "Pirate Vs. Man-Of-War." 22m. Richard Crane and David Bruce, members of the British

royal navy, are secretly ordered to obtain proof that John "Captain Kidd" Crawford is a pirate. They are seized as deserters by British officers and seamen, taken off to a British frigate, and lashed to the mainmast as punishment. On the way back to England, the ship is attacked by Crawford. During the sea-battle, the British ship explodes and blows up. With acting and photography a cut above the average and the promise of swordplay and sea fights aplenty, this shapes up as one of the better serials, and should please the kids. GOOD. (5180).

ONE REEL

Color Cartoons

CARNIVAL COURAGE. Columbia—Color Favorite Re-releases. 7m. When first reviewed in THE SERVICESECTION of November 1945, it was said: "In the old days, the strong men were Samson and Hercules. Today, a little man with a magic cap that gives him unusual strength bears that title. He has a crush on the trapeze artist in a circus, and gets a job as handyman, doing such things as cleaning the cage of a ferocious ape. When the ape escapes, the man goes after him, and when the ape goes after the trapeze girl, the man puts on his cap, and stops the ape. FAIR." (6601).

CHEESE BURGLAR. Paramount—Cartoon Champions. 7m. When first reviewed in THE SERVICESECTION in April, 1946, it was said: "Cats and dogs are natural enemies, but much to the despair of mouse Herman, the watchers of the house, a cat and dog, are very good friends. Herman tries to break their friendship, and divert them from the cheese in the refrigerator. He almost succeeds, but they make up in time to prevent him from getting the food. A jug of wine is finished off by the cat and dog, when they try to get to Herman, who is in it, but they end up drunk and happy, with Herman joining in their blissful state. GOOD." (S13-3). (This was originally of the series known as "Noveltoons.")

DUCK! RABBIT! DUCK! Warners—Bugs Bunny Specials. 7m. The wacky duck and Bugs Bunny have it out while Elmer, the hunter becomes befuddled over which hunting season it really is. There are occasional laughs, but on the whole this is not up to the usual BB standard. FAIR. (1723).

THE ENCHANTED SQUARE. Paramount—Cartoon Champions. 10m. When first reviewed in THE SERVICESECTION of April, 1947, it was said: "Police Officer Flanagan presents a small blind girl with a ragged doll. The small girl, Billie, wishes that she could see the face of her new doll, and is amazed when the doll answers her by saying that she can. The doll tells her that with some imagination, anything can be realized. From that minute on, wonderful things happen as she imagines she is at a carnival, eating ice cream, and having a glorious time. She finally awakens from her daydream, but feels completely satisfied. GOOD." (S13-2). (This was originally of the series known as "Noveltoons.")

HECKLE AND JECKLE IN LOG ROLLERS. 20th Century-Fox—Terrytoons. 7m. The talking magpies decide to help themselves to logs from big Pierre's lumber yard. He gives them a battle, and after a big explosion causes logs to fall forming a house. It collapses. The magpies shrug it off at the finale. FAIR. (5324).

JUST DUCKY. MGM—Cartoons. 7m. When a little duckling hatches late, he finds that mother duck has taken his

syblings for a swimming lesson. He tries the water himself, but finds he can not swim. Jerry, the mouse, however, comes to the rescue, and tries to teach the new arrival technique. The villain, Tom, the cat, is soon on the scene giving chase, but without success. The duckling saves Tom's life, and when the duck family appears again, the fuzzy duck swims with his newly learned stroke to greet them. FAIR. (W-531).

MICKEY'S BIRTHDAY PARTY. RKO—Mickey Mouse Birthday Cartoon Reissues. 8m. When first reviewed in THE SERVICESECTION in January, 1942, it was said: "Mickey Mouse has a birthday, and Minnie Mouse arranges a surprise at which Donald Duck does the rhumba, others entertain, and Goofy tries to bake a cake. The net result isn't as entertaining as one might think, but this should please. GOOD." (44801).

MIGHTY MOUSE IN SPARE THE ROD. 20th-Fox—Terrytoons. 7m. Mighty Mouse is called on to aid a town whose juveniles, all little delinquents, threaten to ruin the place and turn into criminals. He wins their respect and admiration by deeds of heroism, saving them from death, and they all turn into ideal schoolboys. FAIR. (5325).

MR. MOUSE TAKES A TRIP. RKO—Mickey Mouse Birthday Cartoons Reissues. 8m. When first reviewed in THE SERVICESECTION in November, 1940, it was said: "Mickey Mouse and Pluto board a train, and have difficulty with the conductor, who is pretty tough about insisting that dogs aren't allowed in the cars. Mickey and Pluto are finally chased off, but by that time they have reached their destination. GOOD." (44305).

MUCH ADO ABOUT MUTTON. Paramount—Cartoon Champions. 8m. When first reviewed in THE SERVICESECTION in August, 1947, it was said: "The hungry wolf is seeking some lamb for dinner, and engages in a fancy pursuit of Blackie, the lamb, and some of his white fleecy relations. The usual near-capture and escapes are present. GOOD." (S13-5). (This was originally of the series known as "Noveltoons.")

NAUGHTY BUT MICE. Paramount—Cartoon Champions. 7m. When first reviewed in THE SERVICESECTION in November, 1947, it was said: "Herman, the city slicker, travels to the country to meet his relatives, and is informed that a huge cat has been tormenting them, and has already done away with two of the family. It is up to Herman to save the household. The city-wise mouse does his best, but the cat always manages to escape from Herman's traps. Finally, using catnip, as his ammunition, the cat is captured, and sent where he belongs. GOOD." (S13-6). (This was originally of the series known as "Noveltoons.")

THE NIFTY NINETIES. RKO—Mickey Mouse Birthday Cartoons Reissues. 7m. When first reviewed in THE SERVICESECTION in May, 1941, it was said "Mickey Mouse, back in the '90's, meets Minnie Mouse in the park, goes to a vaude theatre, takes a ride in an early model auto, and winds up in a collision with a cow, all of which make for a very pleasant episode. EXCELLENT." (44804).

THE POINTER. RKO—Mickey Mouse Birthday Cartoons Reissues. 8m. When first reviewed in THE SERVICESECTION in June, 1939, it was said: "Mickey Mouse attempts to make a hunting dog out of Pluto, but a mean-looking bear spoils the hunt just as the dog gets the hang of things. EXCELLENT." (44802).

(Continued on next page)

ALPHABETICAL GUIDE To 65 Features Reviewed Since The Sept. 9 Issue

(This index covers features reviewed thus far during the 1953-54 season in addition to features of the 1952-53 season reviewed after the issue of Sept. 9, 1953.—Ed.)

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ACTRESS, THE—90m.—MGM	3597
B	
BACK TO GOD'S COUNTRY—78m.—U-I	3612
BEGGAR'S OPERA, THE—94m.—Warners	3601
BIG HEAT, THE—89m.—Columbia	3609
BLOWING WILD—89½m.—Warners	3613
C	
CADDY, THE—95m.—Paramount	3597
CARETAKER'S DAUGHTER, THE—88m.—Beverly	3601
CHAMP FOR A DAY—90m.—Republic	3611
CHINA VENTURE—83m.—Columbia	3594
CONQUEST OF COCHISE—70m.—Columbia	3594
CRUISIN' DOWN THE RIVER—81m.—Columbia	3594
D	
DESPERATE MOMENT—88m.—U-I	3600
DEVIL'S CANYON—91m.—RKO	3598
DIAMOND QUEEN, THE—80m.—Warners	3601

E	
EAST OF SUMATRA—82m.—U-I	3612
F	
5,000 FINGERS OF DR. T, THE—88m.—Columbia	3594
FLAME OF CALCUTTA—70m.—Columbia	3595
FOLLOW THE FLEET—80m.—RKO	3610
FOREVER FEMALE—93m.—Paramount	3597
FRIGHTENED BRIDE, THE—76m.—Beverly	3602
FROM HERE TO ETERNITY—118m.—Columbia	3595
G	
GENEVIEVE—85m.—U-I	3613
H	
HALF A HERO—71m.—MGM	3597
I	
ISLAND IN THE SKY—109m.—Warners	3601
ISLE OF THE DEAD—71m.—RKO	3599
L	
LAST POSSE, THE—73m.—Columbia	3595
LET'S DO IT AGAIN—95m.—Columbia	3595
LION IS IN THE STREETS, A—88m.—Warners	3613
LITTLE BOY LOST—95m.—Paramount	3598
M	
MARRY ME AGAIN—72½m.—RKO	3610
MEXICAN MANHUNT—71m.—Allied Artists	3593
MIGHTY JOE YOUNG—94m.—RKO	3599
MISSION OVER KOREA—86m.—Columbia	3596
MOGAMBO—115m.—MGM	3610
MOONLIGHTER, THE—77m.—Warners	3613
O	
OUT OF THE PAST—97m.—RKO	3611
P	
PROJECT MOONBASE—63m.—Lippert	3610

R	
ROBE, THE—132½m.—20th-Fax	3611
ROMAN HOLIDAY—119m.—Paramount	3598
ROSE BOWL STORY, THE—75m.—Allied Artists	3593
99 RIVER STREET—82m.—UA	3600
ROYAL AFRICAN RIFLES, THE—75m.—Allied Artists	3609
S	
SABRE JET—95m.—UA	3612
SAGINAW TRAIL—56m.—Columbia	3596
SECOND CHANCE—81m.—RKO	3599
SKY COMMANDO—69m.—Columbia	3596
SLAVES OF BABYLON—82m.—Columbia	3609
STAGE DOOR—92m.—RKO	3599
STARS OF THE UKRAINE—52m.—Arkino	3602
STRANGER WORE A GUN, THE—83m.—Columbia	3596
SUSPICION—99m.—RKO	3611
SWORD AND THE ROSE, THE—92m.—RKO	3599
T	
TAKE THE HIGH GROUND—101m.—MGM	3610
THREE FORBIDDEN STORIES—105m.—Ellis	3602
THY NEIGHBOR'S WIFE—77m.—20th-Fax	3612
TITFIELD THUNDERBOLT, THE—83m.—U-I	3613
TOP HAT—81m.—RKO	3611
TOPEKA—69m.—Allied Artists	3593
TRAIL OF THE ARROW—56m.—Allied Artists	3593
U	
UNTAMED BREED, THE—79m.—Columbia	3596
V	
VALLEY OF THE HEADHUNTERS—67m.—Columbia	3597
VICKI—85m.—20th-Fax	3612
W	
WAR OF THE WORLDS, THE—84m.—Paramount	3598
WINGS OF THE HAWK—80m.—U-I	3600
WITHOUT RESERVATIONS—101m.—RKO	3600

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from preceding page)

POPEYE—THE ACE OF SPADES. Paramount—Popeye—3-D. 7m. Popeye, abducted by a space ship from Mars, is taken to that planet so that those weird individuals can experiment with what they think is an average earthman. With the aid of the usual spinach, he knocks all their machines out, and takes off for the return trip to earth, leaving confusion and chaos. This makes an effective entry in 3-D. EXCELLENT. (E13-1).

RUGGED BEAR. RKO—Walt Disney Cartoons. 6m. All the forest bears are comfortably enjoying their surroundings when the first shots of the bear hunting season are heard. One slow bear finds himself locked out of his hideaway, and heads for the cabin of Donald Duck for safety. Donald, though, is after bears, too. In order to save himself, the bear acts as the bear rug before the fireplace throughout the season. After a hard season of letting people walk all over him, the bear is finally able to go back to his wooded resting place. FAIR. (44101).

THE STUPIDSTITIOUS CAT. Paramount—Cartoon Champions. 7m. When first reviewed in THE SERVICESECTION in April, 1947, it was said: "The very superstitious cat wakes up, makes sure he gets out on the right side of the bed, and starts looking for some breakfast. He spots Buzzy, the bird; captures him, puts him between two slices of bread, and prepares to eat him. Buzzy, however, has different ideas. Knowing the cat to be superstitious, Buzzy purposely spills the salt, calling the cat's attention to it so that he will have to release him, and throw the salt over his back. This goes on for some time, the bird using three angles to escape the clutches of the cat. The fadeout shows the cat fleeing after seeing an animal of his own nature, only black. GOOD." (S13-4). (This was originally of the series known as "Noveltoons.")

SWING SHIFT CINDERELLA. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVICESECTION of August, 1945, it was said: "The wolf visits Swing Shift Cinderella only to be nabbed

by the unlovely grandmother, who chases him to 'Castle Manana', where Cinderella sings, and restrains all his showings of affection. Cinderella returns home at midnight just in time for the swing shift. This is an attractive entry that draws a few laughs, and is generally amusing. GOOD." (W-561).

TIGER TROUBLE. RKO—Mickey Mouse Birthday Cartoons Reissues. 7m. When first reviewed in THE SERVICESECTION in December, 1944, it was said: "Goofy, on the back of an elephant, starts out in the jungle to hunt for tigers. When he finally comes face to face with a man eater, he turns tail, and runs. A chase follows, and, finally, the tiger is sat upon by the elephant, thus clearing up the situation as to 'how the tiger lost his stripes.' GOOD." (44803).

THE WEE MEN. Paramount—Cartoon Champions. 10m. When first reviewed in THE SERVICESECTION in August, 1947, it was said: "This is a yarn about the mythical Leperchauns, who reside in Ireland, and their crock of gold. A legend says that if anyone succeeds in capturing one of the little people they must lead the captor to where the gold is hidden. Patrick, on his 121st birthday, is permitted to do a good deed, and delivers new shoes to the homes of the poor. The town miser spots him making the rounds, and succeeds in capturing him. He leads the captor to the spot, a tree stump, and promises not to remove it while the old man races home for a shovel. When he returns, he finds hundreds of tree stumps in the area, and is foiled. Pat is welcomed back home with a birthday cake. EXCELLENT. (S13-1). (This was originally of the series known as "Noveltoons.")

THE WHALERS. RKO—Mickey Mouse Birthday Cartoons Reissues. 8m. When first reviewed in THE SERVICESECTION in August, 1938, it was said: "Donald Duck is aloft on the mast of the whaler, with Mickey Mouse below. Donald sights a whale, and gives Mickey the order to fire. Bedlam breaks loose, the whale finally breaking the ship to pieces. All wind up on a raft. EXCELLENT." (44306).

Musical

GEORGE TOWNE AND HIS ORCHESTRA. Columbia—Thrills Of Music Reissues. 10m. When first reviewed in THE SERVICESECTION of June, 1947, it was said: "George Towne and his orchestra supply some pleasant music, utilizing the voices of Ray Eberle and Lita Terris. Heard are 'Without You', 'One Night Of Love', and 'Managua, Nicaragua'. Towne is very stiff. FAIR." (6951).

Color Novelty

CALYPSO CARNIVAL. U-I—Color Parades. 9½m. Carnival time in Trinidad is a colorful affair. Some of the exciting voodoo dances brought from Africa are still performed by the natives in a devout frenzy. Here is a gay glance at the colorful costumes and haunting rhythms of Trinidad's Calypso Carnival. FAIR. (8383).

Novelty

NOSTRADAMUS AND THE QUEEN. MGM—Prophecies of Nostradamus. 11m. Whether Michel de Nostradamus, the noted physician and prognosticator, was a charlatan or a man gifted with strange powers of divining the future is again put to the question here as producer Carey Wilson pivots his attention on the predictions of the prophet on the famous queen of France, Catherine de Medici. Each of Nostradamus' cryptic little verses that can be applied to Catherine seem to foretell the queen's misfortunes as her husband, Henry II, is killed, and as each of her sons find a grave instead of glory. GOOD. (R-423).

Sports

BEN HOGAN. RKO—Sportscopes. 8m. The golfing technique of famed golfer Ben Hogan comes in for attention. He is shown practicing on the greens of the National Golf Club, Augusta, Ga., and is also shown in competition. While some of footage is the same as that shown in an earlier Ben Hogan short distributed by RKO, the increased interest in the ace links star plus the different treatment makes this especially exploitable at this time. GOOD. (44301).

ALLIED ARTISTS	COLUMBIA	LIPPETT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
AUGUST Topeka B. Elliott, P. Coates Clipped Wings Bowery Boys Affair In Monte Carlo R. Todd, M. Oberon, L. Genn (Technicolor) (English-made) The Stranger Wore A Gun R. Scott, C. Trevor (Technicolor) (3-D) Mission Over Korea J. Hodiak, J. Derek Valley Of The Headhunters J. Weissmuller, C. Larson The 5,000 Fingers Of Dr. T. P. L. Hayes, M. Healy (Technicolor) Cruisin' Down The River D. Haymes, C. Russell (Technicolor)	AUGUST From Here To Eternity M. Clift, B. Lancaster, D. Kerr Sky Commando D. Duryea Saginaw Trail, W G. Aury The Untamed Breed S. Tufts (Reissue) China Venture E. O'Brien, J. Brande Conquest Of Cochise J. Hodiak, J. Page (Technicolor)	AUGUST (1953-54) Spaceways H. Duff, E. Bartok Sins Of Jezebel P. Goddard, G. Nader (AnascoColor) Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Base D. Martell, R. Ford, H. Rorke Shadow Man C. Romero	AUGUST The Band Wagon F. Astaire, C. Charisse, N. Fabray, J. Buchanan (Technicolor) The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick Big Leaguer E. G. Robinson, V. Ellen, J. Richards Latin Lovers R. Montalban, J. Lund (Technicolor) (End 1952-53)	AUGUST Shane A. Ladd, J. Arthur, V. Heflin (Technicolor) Arrowhead C. Heston, M. Sinclair, J. Pallance (Technicolor) (End 1952-53) Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed	AUGUST The Sword And The Rose R. Todd, G. Johns, M. Gough (Technicolor) (Made in England) (Disney) Devil's Canyon D. Robertson, V. Mayo, A. Hunnicutt (Technicolor) (3-D) Without Reservations C. Colbert, J. Wayne (Reissue) Stage Door K. Hepburn (Reissue)	AUGUST Champ For A Day A. Nicol, C. Winninger, A. Totter Bandits Of The West, W. A. Lane, E. Waller, C. Downs Down Laredo Way, W. R. Allen, S. Pickens, D. Drake	AUGUST Inferno R. Ryan, W. Lundigan, R. Fleming (Technicolor) (3-D) Gentlemen Prefer Blondes M. Monroe, J. Russell, C. Coburn (Technicolor) Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England)	AUGUST Melba P. Munsel, R. Marley (Technicolor) (Made in Europe) (Eagle) I, The Jury B. Elliott (3-D) (Saville) The Gay Adventure B. Meredith (Made in Europe) (Renown) Captain Scarlett R. Greene, L. Amari (Technicolor) (Craftsman) War Paint R. Stack (Pathe Color) (K-B)	AUGUST Thunder Bay J. Stewart, J. Dru, G. Roland (Technicolor) Abbott and Costello Meet Dr. Jekyll and Mr. Hyde B. Abbott, L. Costello, B. Karloff, H. Westcott The Man From The Alamo G. Ford, J. Adams C. Willis (Technicolor) The Cruel Sea J. Hawkins, D. Sinden, V. McKenna (English-made) (Rank)	AUGUST The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technicolor) (Made in England) Plunder Of The Sun G. Ford, D. Lynn, P. Medina So This Is Love K. Grayson, W. Abel, M. Griffin (Technicolor) (End 1952-1953)
SEPT. Mexican Manhunt G. Brent, K. Sharpe The Fighting Lawman W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, V. Miles (Color) (Reissue)	SEPT. From Here To Eternity M. Clift, B. Lancaster, D. Kerr Sky Commando D. Duryea Saginaw Trail, W G. Aury The Untamed Breed S. Tufts (Reissue) China Venture E. O'Brien, J. Brande Conquest Of Cochise J. Hodiak, J. Page (Technicolor)	SEPT. Sins Of Jezebel P. Goddard, G. Nader (AnascoColor) Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Base D. Martell, R. Ford, H. Rorke Shadow Man C. Romero	SEPT. (1953-54) Half A Hero R. Skelton, J. Hagen, P. Bergen Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright	SEPT. (1953-54) Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed	SEPT. Top Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue) Marry Me Again M. Wilson, R. Cummings, R. Walker She Had To Say Yes J. Mitchum, J. Simmons	SEPT. El Paso Stampede, W A. Lane, E. Waller, P. Coates Trent's Last Case M. Wilding, O. Welles (English-made) A Blueprint For Murder J. Cotten, J. Peters Broken Arrow J. Stewart (Technicolor) (Reissue) I Was A Ma'e War Bride C. Grant (Reissue)	SEPT. City Of Bad Men J. Crain, D. Robertson (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Cotten, J. Peters Broken Arrow J. Stewart (Technicolor) (Reissue) I Was A Ma'e War Bride C. Grant (Reissue)	SEPT. Sabre Jet R. Stack, C. Gray (Cinecolor) 99 River Street J. Payne, E. Keyes (Small) The Joe Louis Story P. Stewart (Silliphant) The Fake D. O'Keefe, C. Gray (Pallos) (Made in England) Donovan's Brain L. Ayres, N. Davis (Dowling) No Escape L. Ayres, S. Tufts (Marthugh)	SEPT. The Stand At Aparthe Rive S. McNally, J. Adams, H. Marlowe (Technicolor) Wings Of The Hawk V. Heflin, J. Adams (Technicolor) (3-D) The Golden Blade R. Hudson, P. Laurie (Technicolor)	SEPT. (1953-54) Island In The Sky J. Wayne, L. Nolan, A. Devine The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technicolor) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D)
OCT. Hot News S. Clements, G. Henry Jennifer I. Lupino, H. Duff The Yellow Balloon A. Ray, K. Ryan (English-made)	OCT. The Big Heat G. Ford, G. Grahame Slaves of Babylon R. Conte, L. Christian (Technicolor) Combat Squad J. Ireland, L. McCallister	OCT. Undercover Agent D. Walsh, H. Court (English-made) The Man From Cairo G. Raft, G. M. Canale (Made in Europe) The Fighting Men Special cast	OCT. Mogambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnascoColor) Torch Song J. Crawford, M. Wilding (Technicolor)	OCT. The War Of The Worlds G. Barry, A. Robinson (Technicolor) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Made in France) Those Redheads From Seattle J. Payne, R. Fleming, G. Mitchell (Technicolor) (3-D)	OCT. Appointment In Honduras G. Ford, A. Sheridan, Z. Scott (Color) Decameron Nights J. Fontaine, L. Jourdan (Technicolor) Follow The Fleet F. Astaire, G. Rogers, R. Scott (Reissue) Out Of The Past R. Mitchum, J. Greer, K. Douglas (Reissue)	OCT. Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W R. Allen, S. Pickens, J. Cooper	OCT. Thy Neighbor's Wife H. Haas, C. Moore Vicki J. Crain, J. Peters, C. Adams	OCT. Man In Hiding P. Henreid, L. Maxwell (Paal) (Made in England) The Steel Lady R. Cameron, T. Hunter (Small) Dragon's Gold J. Archer, H. Brooke (Wisberg-Pollexfen) The Village J. Justin, E. Dahlbeck (Wechsler) (Foreign made) Crossed Swords E. Flynn, N. Gray (Mahon-Vassaretti) (Pathe Color) (Made in Italy)	OCT. The All-American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technicolor) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) The Eddie Cantor Story K. Brasselle, M. Erskine (Technicolor)	OCT. A Lion Is In The Streets J. Cagney, B. Hale, A. Francis (Technicolor) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) The Eddie Cantor Story K. Brasselle, M. Erskine (Technicolor)

OBSERVANCES
Oct. 12—Columbus Day
Oct. 31—Halloween

REALART
Sept.—Counsellor At Law—J. Barrymore, B. Daniels (Reissue)
Pittsburgh—J. Wayne, M. Deitrich (Reissue)
Gung Ho—R. Scott, R. Mitchum (Reissue)
Green Hell—D. Fairbanks, Jr., J. Bennett (Reissue)

Oct.—Eagle Squadron—R. Stack, D. Barrymore (Reissue)
Keep 'Em Flying—Abbott and Costello (Reissue)
Buck Privates—Abbott and Costello (Reissue)

**OPEN
YOUR
MONEY
BELT
here
comes**



GUN BELT

starring
**GEORGE
MONTGOMERY**
TAB
HUNTER

with HELEN WESTCOTT · JOHN DEHNER
WILLIAM BISHOP and JACK ELAM

Screenplay by RICHARD SCHAYER and JACK DeWITT · Story by ARTHUR ORLOFF · Directed by RAY NAZARRO · A GLOBAL PRODUCTIONS Presentation

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FIRST ENGAGEMENTS PROVE IT!**

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EXHIBITOR



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(NET AFTER TAXES)

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CINEMASCOPE

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AT THE ROXY N.Y.

Number 22 **SEPTEMBER 30, 1953**

Sections: Section One

SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

STUDIO SURVEY



"LET'S CELEBRATE THE HOLIDAYS TOGETHER MR. EXHIBITOR!"

M-G-M's Got The Big
Holiday-Size Attractions!

The First!

"MOGAMBO"

(Clark Gable, Ava Gardner—Technicolor)

COLUMBUS DAY launches the topper to "King Solomon's Mines"! Filmed in Africa!



"TORCH SONG"

(Joan Crawford, Michael Wilding—Technicolor)

Any day is a HOLIDAY when you play it. After "Sudden Fear" everybody's waiting for Joan Crawford's new one—her first in Technicolor!



"TAKE THE HIGH GROUND!"

(Richard Widmark, Karl Malden, Elaine Stewart—Anso Co.)
It sets a New National HOLIDAY! Wait until you hear about the wonderful Texas Premier



"ALL THE BROTHERS WERE VALIANT"

(Robert Taylor, Stewart Granger, Ann Blyth—Technicolor)
It's Great for ARMISTICE DAY! One of the year's Biggest! Spectacular romantic adventure



"KISS ME KATE"

(Kathryn Grayson, Howard Keel, Ann Miller—Anso Co.)
Imagine! It's for THANKSGIVING! America is waiting for that terrific Broadway musical hit in a Big screen musical!



"ESCAPE FROM FORT BRAVO"

(William Holden, Eleanor Parker, John Forsythe—Anso Co.)
MERRY CHRISTMAS! HAPPY NEW YEAR! It's a REAL holiday attraction no matter when you play it! Big, romantic, spectacular!



"Let's start the NEW YEAR right!"

"EASY TO LOVE"

(Esther Williams, Van Johnson, Tony Martin—Technicolor)
The "Cypress Gardens of Florida" Musical. A Happy Technicolor Show for Big Happy New Year's Holiday Crowds!





REALISM was added to 3-D in a foreign theatre when a small boy started spraying the audience with a water pistol at a time when a sea film was being shown.



THIS WEEK'S 3-D story concerns a patron who was watching a 2-D picture with 3-D glasses. When told that it wasn't necessary, he said, "I like it this way."



SOME PARENTS intent on seeing a picture in a conventional theatre left their baby in their car on the theatre's parking lot. When the tot started to cry, the manager was notified, and he, in turn, found the parents in the house.



A PATRON in a southern theatre was a bit startled when she learned from her doctor that a sting on her foot was the result of a snake bite. The theatre was not playing "The Snake Pit."



A FILM currently being made on the coast has 10 stars and 145 speaking roles, which should take advantage of all the room on a wide-screen.



TOO MANY mosquitoes was the reason a southern drive-in closed.



WHEN a defective oil burner caused an audience to leave a theatre, the film was "Trouble Along The Way."



A MIDEASTERN theatreman offered the use of his air-conditioning system to local fathers when a water shortage was developing.

—H. M. M.

I N D E X

VOLUME 50, NUMBER 22 SEPTEMBER 30, 1953
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THE COVER PHOTO

When Republic execs. visited coast studios recently for a series of product and policy conferences, seen, left to right, were C. Bruce Newbery, director of sales; Herbert J. Yates, president, and Neil Agnew, special assistant to Yates.

EXHIBITOR

VOLUME 50, NUMBER 22



SEPTEMBER 30, 1953

A Problem For Allied

THERE WILL be nothing more important to be considered at the 1953 annual convention of Allied States Association than the plight of the small exhibitor. In a dire situation, after having received a body blow by the veto of the bill eliminating the 20 per cent federal admissions tax, the little fellow now sees a future which includes higher film rentals, added expenditures for equipment, and less product.

IT IS NOT a happy outlook.

TRUE, SOME companies have declared that they will do their best to keep the small man in business, and no one questions their sincerity, but since several distributors have pledged themselves to a decrease in picture-making—and they have nothing to do with the cost of necessary equipment for conversion to wide-screen, 3-D, or stereophonic sound—adjustments in prices can hardly be the solution.

THE QUESTION to be answered at the Allied meeting in Boston on Oct. 5-7 is whether the long range thinking among the distributors means the further elimination of more theatres and a gradual transition of this business to legitimate theatre lines, where only houses in the bigger cities, able to turn in the grosses that can stand the overhead, will exist, or whether the industry really cares about the future of the little man.

BIG GROSSES in big cities bring no solace to the little fellows, many of whom haven't even shifted to 3-D because of the expense involved and the terms asked.

ALL EYES will be on Boston. We hope that the meeting can come up with something that will be of real help.

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IT'S DYNAMITE!

EXPLODES NEW YORK!

CRITERION — BIGGEST NON-HOLIDAY OPENING IN THEATRE'S HISTORY! NOW IN ITS 6th SMASH WEEK!

BLASTS MILWAUKEE!

PALACE — HOLDOVER! SENSATIONAL OPENING AND CONTINUED FOR 2 TERRIFIC WEEKS!

ROCKS BALTIMORE!

TOWN — HOLDOVER! BEAT "HIGH NOON!" GOING GREAT IN ITS 3rd WEEK!

and it knocked 'em dead all over! BUFFALO (SHEA'S BUFFALO); CLEVELAND (LOEW'S STATE); MINNEAPOLIS (STATE); PHILADELPHIA (GOLDMAN); PORTLAND, ORE. (PARAMOUNT); SYRACUSE (LOEW'S STATE).

MICKEY SPILLANE'S

"I, THE JURY"

in
3-Dimension

with **STEREOPHONIC SOUND**

introducing

BIFF ELLIOT as **MIKE HAMMER** with **PRESTON FOSTER · PEGGIE CASTLE**
MARGARET SHERIDAN · ALAN REED

Written for the Screen and Directed by **HARRY ESSEX** · A Victor Saville Production

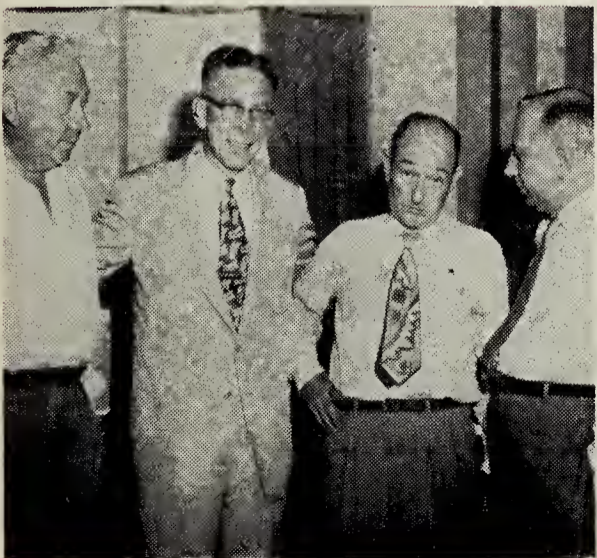
Another **BIG ONE** thru **UA**



REPUBLIC EXECUTIVE NEIL AGNEW, LEFT, AND SALES CHIEF C. BRUCE NEWBERY, RIGHT, ARE WELCOMED TO THE COAST STUDIO BY FRANK LLOYD.

Republic Keeps Close Contact With Exhibitors

A Series Of Meetings Also Helps To Introduce New Sales Director C. Bruce Newbery To The Trade



Seen at a cocktail party in Atlanta for Agnew, special assistant to Herbert J. Yates, Republic president, and Newbery are, left to right, Agnew; Kermit C. Stengel, executive vice-president, Crescent Amusement Company, Nashville, Tenn.; R. B. Wilby, president, Wilby-Kinney, and Newbery.

IT has been proven in the industry time after time that close cooperation among producer, distributor, and exhibitor is a necessary and vital component in selling product to theatregoers. This realization has resulted in field trips by representatives of production and distribution, visits with key figures in exhibition, and a cooperative effort to solve industry problems.

In this effort, no two persons have been more active of late than C. Bruce Newbery, Republic's director of sales, and Neil Agnew, special assistant to Republic President Herbert J. Yates. Newbery became Republic sales chief in March, after distinguishing himself as director of sales in the United Kingdom. Agnew assumed his post in May, and is a distribution and sales veteran of 25 years experience.

For both men, the first order of business was naturally to review company product and future plans and to meet other exec-

utives in the sales and other home office departments. Since their appointments, however, both have been on the road much more than in the home office, meeting exhibitors and branch managers throughout the country, attending exhibitor conventions, and visiting the company's North Hollywood studios for conferences in connection with forthcoming product.

Both men feel that only by keeping in close contact with exhibitors can they fully understand their problems and try to contribute to the solutions. They came to the company with their record of showmanship, and their firm conviction that pictures must be exploited in order to achieve their full boxoffice potential gives impetus to Republic's long-established policy of providing films with solid national and local exploitation angles from which exhibitors can benefit in boosted boxoffice returns.



Republic's director of sales meets exhibitors in Chicago, and seen, left to right, are Newbery, Ralph Smitha, Essaness Circuit general manager; William Hollander, Balaban and Katz director of advertising and publicity; Harry Lustgarten, B and K head booker, and C. Davidson, B and K booker.



Both Agnew and Newbery believe that the best way to sell a picture is via personal contact with exhibitors, and here they are seen in Chicago chatting with Stanley-Warner executives Herb Wheller, second from left, and Alex Halpern, far right. Both men recently took their present posts.



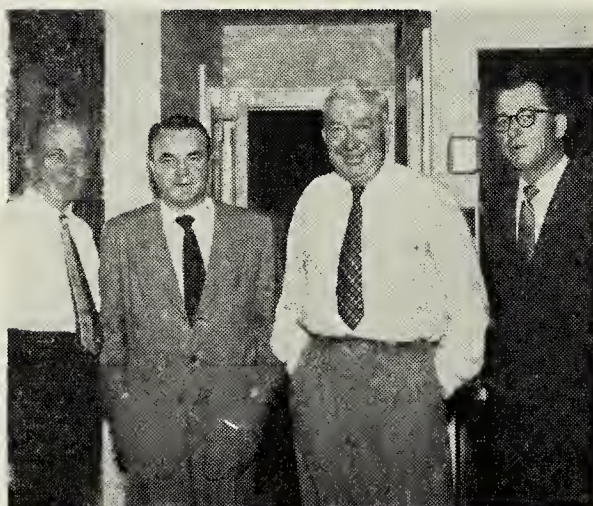
Newbery and Agnew attend a Dallas exhibitor meeting in the company's southern division, and seen, left to right, front row, are Al Sack, Coronet; Buddy Harris, Buddy Harris Theatres; Theo Routt, Long Theatres, and Leon Abraham, Long Theatres, and, back row, Newbery; Bob Mann, Killingsworth Theatres; Charles Weisenberg, Weisenberg Theatres; Bob Hartgrove, Weisenberg Theatres; Owen Killingsworth, Killingsworth Theatres; Adrian Upchurch; Agnew, and Walter L. Titus, Jr. southern division sales manager.



The two executives, who spend much of their time in the field, take time out from exhibitor meetings during their Chicago stay to meet with Republic's midwest representatives, and seen, seated left to right, are Paul Webster, midwestern district sales manager; Newbery, and Agnew, and, standing, left to right, branch managers Joe Loeffler, Minneapolis; Kenny Weldon, Des Moines; J. Frackman, Milwaukee; R. F. Withers, Kansas City; H. Lefholtz, Omaha; N. Steinberg, St. Louis, and A. H. Fischer, Chicago.



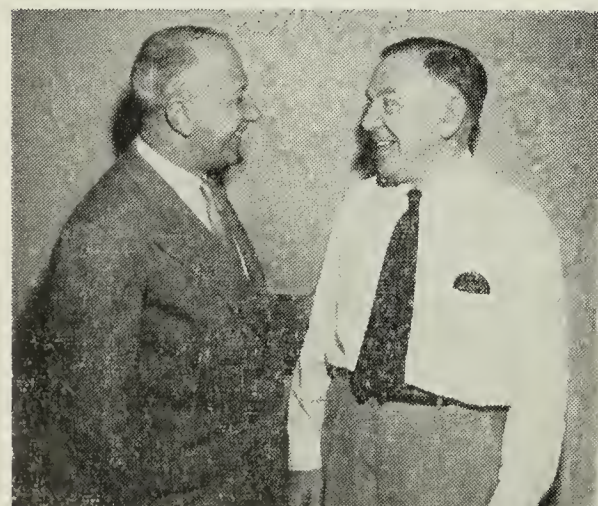
Noted, left to right, are E. H. Rowley, Sr., president, Rowley United Theatres; Newbery; C. J. Jones, vice-president and general manager, Rowley United, and Agnew at the Dallas meet.



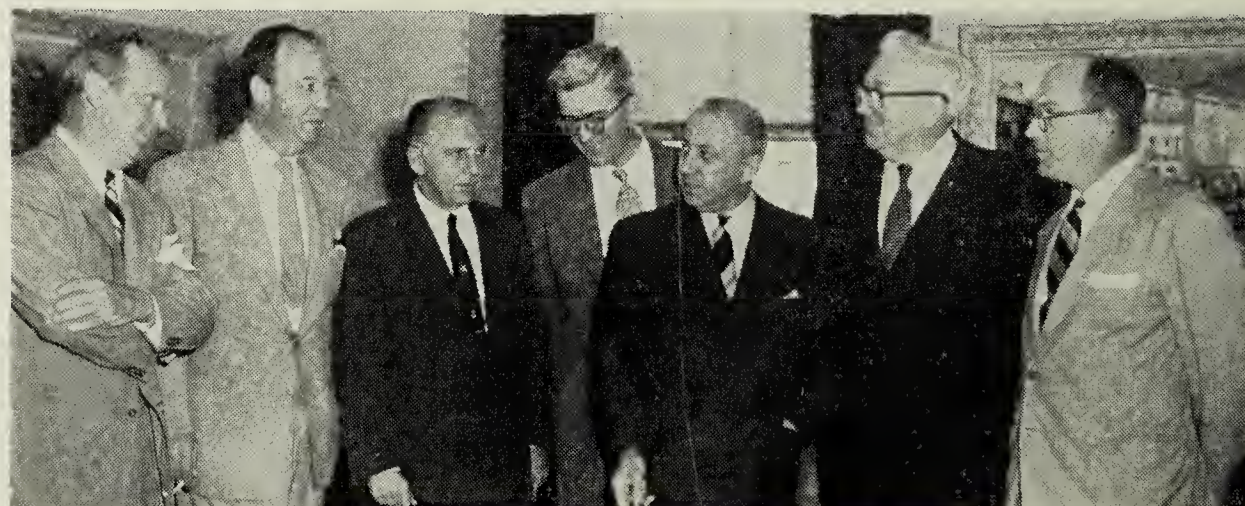
Newbery and Agnew meet with Texas circuit executives S. L. Oakley, second from left, vice-president, Jefferson Amusement Company, and Sam Landrum, Jefferson vice-president, in Dallas.



Seen, left to right, in Atlanta are J. H. Harrison, general manager, Wilby-Kincey Theatres; Agnew; Wilby, and Newbery at a gala cocktail party given for the two visiting Republic executives.



Jack E. Baker, right, Republic vice-president in charge of studio operations, welcomes Newbery to a sales conference held on the west coast.



A sales huddle at the Republic New York home office includes, left to right, Titus; James V. O'Gara, metropolitan sales manager; Webster; John P. Curtin, New England sales manager; Newbery; Agnew, and Richard G. Yates, veteran assistant director of sales. Their efforts have already shown results.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Deaths

Joe Weil, veteran publicist, passes (page 11).

John Walsh, long-time manager for the Shea Circuit, dies (page 16).

Distribution

Charles Feldman, U-I sales chief, announces his national distributors' committee to aid the annual "Christmas Salute" on behalf of the Will Rogers Memorial Hospital (page 11).

Exhibition

The problems connected with 3-D are expected to be highlighted at the convention of Allied States Association in Boston next week following a meeting of Allied of New Jersey in New York City (page 11).

"The Robe" continues to break records following its sensational opening week at the Roxy, New York City, and a New Orleans exhibitor files a suit in regard to the film in that city (page 14).

International

Success is the word for the annual western meeting of Famous Players Canadian at Winnipeg, Canada (page 12).

United Artists shifts many of its managers in foreign climes (page 12).

J. J. Fitzgibbons is to be honored as the Canadian Picture Pioneer of the Year (page 12).

Mel Konecuff

Discussions with Robert L. Lippert on the future of the "small picture", his production plans, an interview with Carl Krueger, prominent producer, and other items are covered (pages 7 and 16).

Organizations

COMPO meets in New York City, and decides to start the anti-tax campaign from scratch; it also makes plans for a survey of current conditions, and takes up other important matters (page 10).

Production

Republic is spending millions on its new product, President Herbert J. Yates tells a sales meeting (page 16).

Technical

Trans-Lux announces its new Luxuria screen (page 7).

Altec starts a drive to run for 11 weeks (page 10).

Plans are set for the New York City semi-annual SMPTE meeting (page 11).

A regular schedule of boxing bouts weekly for theatre TV is being arranged (page 14).

Pola-Lite is offering new models (page 18).



Mrs. Barney Balaban, Russell Holman, Paramount eastern production head, and Barney Balaban, president, Paramount Pictures, are seen at the recent New York City premiere of Paramount's "Little Boy Lost," Rivoli, sponsored by the Overseas Press Club of America, with a gala crowd.

"Robe" Second Week Nears \$225,000

NEW YORK—The phenomenal business of 20th-Fox's "The Robe" in CinemaScope at the Roxy had the house heading toward the remarkable net gross of \$225,000 on the second week.

Elsewhere on the main stem, business seemed to depend upon the attraction. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"A LION IS IN THE STREETS" (WB). Paramount, with stage show, claimed the opening week would hit \$60,000.

"THE ROBE" (20th-Fox-CinemaScope). Roxy stated that a net gross of \$149,911 was taken in from Thursday through Sunday, with the second week sure to hit \$225,000 net.

"ROMAN HOLIDAY" (Para.). Radio City Music Hall, with stage show, reported \$76,000 for Thursday through Sunday, with the fifth week bound to top \$114,000.

"I, THE JURY" (UA). Criterion expected the sixth week of this 3-D attraction to tally \$13,000.

"THE MOONLIGHTER" (WB). Globe claimed \$11,600 for the first, and only, week of this 3-D film.

"LITTLE BOY LOST" (Para.). Rivoli opened to an anticipated \$50,000 week.

"THE CADDY" (Para.). Mayfair announced that the second week would reach \$27,000.

"STALAG 17" (Para.). Astor held to \$17,000 on the 13th week.

"RETURN TO PARADISE" (UA). Loew's State announced \$16,000 for the third, and last, week.

"FROM HERE TO ETERNITY" (Col.). Capitol claimed \$75,000 for the eighth week.

"THE MOON IS BLUE" (UA). Victoria expected the 12th week to reach \$13,000.

Trans-Lux Has New Screen

NEW YORK—It was announced last fortnight that Trans-Lux Corporation has developed a new all-purpose screen, the Luxuria Screen, manufactured by the C. Roy Stewart Trans-Lux Corporation of California, and produced in an entirely seamless piece up to 90 feet wide. Perforated, it is designed to be compatible with new types of sound equipment.

The Azteca, San Bernardino, Cal., and Loew's 86th Street, and the Broadway Trans-Lux have the first installations.

New York News Letter

— By Mel Konecuff —

ROBERT L. LIPPERRT, exhibitor, producer, and distributor, arrived for sales meetings with eastern franchise holders prior to leaving for Europe to discuss



KONECOFF

production and distribution deals, and opined that the trend in exhibition seems to be toward bigger and better films with the smaller film falling by the wayside. Even in the south, where business is still fairly good due primarily to low admission prices, he can see that bigger pictures will eventually be the answer.

In line with this thought, he wouldn't be surprised to see his own organization, Lippert, turn to the bigger pictures, making six to eight per year instead of 24, and using the same amount of money. He noted as an exhibitor with a large circuit of theatres that nothing but big pictures will satisfy audiences, and that exhibitors can no longer afford to play the in-between pictures. This is especially so since the public has been priced out of the movie habit, he says.

Again speaking as an exhibitor, he reported that his theatres were doing well with the present lineup of strong product making the rounds. His theatres for the past year have showed a million dollar profit, half of which came from his candy stands. He also stated that if he has to pay more for good pictures, he expects to do it. As for TV, it is presently in its bow in his situations, and hasn't affected his business any because this is during a period of big picture playoffs, and he is playing to larger audiences than ever before.

At the moment, Lippert estimated, there are about 5,000 accounts that still play the smaller films, which he estimated is still sufficient to handle the program product, but eventually this number is expected to shrink. To take care of these houses, he announced that his company is coming out with a group of 24 films, 22 of which are already completed, over the next seven months. Included will be a film which he thought belonged in the bigger and better category. "Sins Of Jezebel" with Paulette Goddard, shot in the two to one aspect ratio in new process Ansco color.

While in Europe, he will investigate co-production deals, and expected to set filming on "Dorothy In The Land Of Oz" in Germany for next spring. It may be

(Continued on page 16)

An Important Statement

from

20th Century-Fox

regarding the

MIRACLE MIRROR

and

MAGNIGLOW ASTROLITE SCREENS

for

CINEMASCOPE

.....

It is now an established fact that the superior, all-purpose Miracle Mirror and Magniglow Astrolite screens are as vital to the proper projection of CinemaScope pictures as are the CinemaScope Anamorphic Lens and the CinemaScope Magnetic Stereophonic Sound System. This combination makes the show -- it is all-important for the fullest enjoyment of CinemaScope.

As we announced a short time ago, due to the limited production facilities of the Miracle Mirror Screen, CinemaScope Products, Inc., last April contracted with the Radiant Manufacturing Corporation of Chicago for the Magniglow Astrolite Screen. This was done in order to augment the supply and satisfy the enormous demand for screens which meet the supremely high quality standards of CinemaScope.

After extensive study and planning, Radiant has completed re-tooling and installation of the most modern machinery to enable them to turn out the Magniglow Astrolite Screen on a mass production basis. As a result, the two factories, Miracle Mirror and Magniglow Astrolite, are now producing perfect screens for CinemaScope projection in quantity to meet the demand.

Now that these two companies are set up for mass production, they are able to produce stock sizes for theatres of any size or shape which require screens up to 50 feet in width and generally having up to 2,500 seats.

The following stock sizes in Miracle Mirror and Magniglow Astrolite Screens all are available through the dealer of your choice.

GENERALLY APPLICABLE TO THEATRES SEATING UP TO 1000:

Miracle Mirror

Size 1 . . . 21'-2" x 10'-7"
 Size 1a . . . 21'-2" x 12'-9"
 Size 2 . . . 25'-4" x 12'-8"
 Size 2a . . . 25'-4" x 15'-3"
 Size 3 . . . 29'-6" x 14'-9"
 Size 3a . . . 29'-6" x 17'-9"
 Size 4 . . . 33'-8" x 16'-10"
 Size 4a . . . 33'-8" x 20'-4"

Magniglow Astrolite

Size 1 . . . 18'-10" x 11'-4" Size 3 . . . 25'-4" x 15'-3"
 Size 1a . . . 22'-8" x 11'-4" Size 3a . . . 30'-6" x 15'-3"
 Size 2 . . . 22' x 13'-3" Size 4 . . . 28'-7" x 17'-2"
 Size 2a . . . 26'-6" x 13'-3" Size 4a . . . 34'-4" x 17'-2"
 Size 4b . . . 31'-10" x 19'-2"

GENERALLY APPLICABLE TO THEATRES SEATING FROM 1000 TO 2500:

Miracle Mirror

Size 5 . . . 37'-10" x 18'-11" Size 7 . . . 46'-2" x 23'-1"
 Size 5a . . . 37'-10" x 22'-9" Size 7a . . . 46'-2" x 27'-10"
 Size 6 . . . 42' x 21' Size 8 . . . 50'-4" x 25'-2"
 Size 6a . . . 42' x 25'-4" Size 8a . . . 50'-4" x 30'-4"

Magniglow Astrolite

Size 5 . . . 38'-4" x 19'-2" Size 7 . . . 46'-2" x 23'-1"
 Size 5a . . . 35' x 21'-1" Size 7a . . . 44'-10" x 27'
 Size 6 . . . 42' x 21'-1" Size 8 . . . 50' x 25'
 Size 6a . . . 41'-6" x 25' Size 8a . . . 50' x 28'-11"

These stock sizes have been designed to give the exhibitor a wide choice of screen sizes to enable him to show pictures in any aspect ratio.



Because of the production volume achieved, and the virtual elimination of waste due to standardization of these sizes, effective immediately the price of these stock-size Miracle Mirror and Magniglow Astrolite Screens is **\$2.10 per square foot.**

The price of screens for theatres using widths in excess of 50 feet remains at \$3 per square foot. This higher price is necessitated by additional labor costs resulting from custom construction, special design, individual handling off the production line and outsize packaging. Both the stock-size and custom screens are made of the same material.

Al Lichtman, 20th Century-Fox

Tax Fight To Start Again From Scratch

COMPO Retains Same Heads To Lead New Campaign Against Federal Levy; Plans Made For Public Relations

NEW YORK—Highlighting the opening session last week of COMPO's executive committee and board of directors was the decision to continue under the present triumvirate leadership and the realization that the tax fight will have to be started again from scratch.

It was decided to retain the same tax committee that had come so close to repeal of the federal levy in the last session of Congress, headed by Colonel H. A. Cole, Dallas, and Pat McGee, Denver.

Cole and Allied head Wilbur Snaper pointed out that the industry faces the same problems before the repeal fight is won as it did before. Cole stated that the decision to kill the Mason Bill was made by the Treasury Department with little regard for the facts, and warned that the same policy still exists. He said that some Congressmen who voted for the bill may now feel it is a hopeless case, and also said the industry had weakened its position by making predictions to various committees as to what would happen if repeal were not forthcoming. These predictions have not been fulfilled.

Al Lichtman, who, with Trueman Rembusch and Sam Pinanski, make up COMPO's governing triumvirate, presided, and said that the industry tax repeal campaign had gained the respect of powerful political personalities and that the job could be done with a united industry.

Robert Coyne, special COMPO counsel who spearheaded the tax campaign, also praised industry unity, and credited the trio of COMPO leaders, Cole, and McGee for leading the fight. On the liabilities side, he cited the lack of resources and information at the beginning of the campaign, but credited the work of Al Sindlinger and his associates who compiled industry facts and statistics with overcoming this shortcoming. He asserted that the move did not constitute a lobby, but was rather a grassroots campaign.

McGee also spoke on the tax campaign, discounting reports that the industry could have obtained a 10 per cent reduction if it had so desired, and stressed the necessity of avoiding tieups with other industries in the tax campaign and that all problems could be solved through industry unity.

Harry Brandt, representing the Independent Theatre Owners Association, was the first advocate of retaining the present COMPO leadership and tax committee. He said the industry could not get along without COMPO, and suggested a strong COMPO public relations program, calling attention to the fact that many newspapers, originally against tax repeal, changed their minds when the logic of the industry position was made clear.

Ellis Arnall, president, Society of Independent Motion Picture Producers, declared that adversity breeds cooperation, and urged more frequent COMPO sessions to keep the group's activities alive.

Altec Drive Honors Technical Developments

NEW YORK—Under the chairmanship of L. D. Netter, Jr., Altec general sales manager, Altec Service Corporation's fifth annual sales drive teed off last week. Termed "Altec's ServiScope Sales Drive" in honor of current industry technical developments, it will run for 11 weeks, terminating on Dec. 5. Division managers, branch managers, field representatives, and all field engineers will participate. Numerous cash prizes, increased in amount over last year's awards, will be augmented by an extra prize of a week's vacation to the winner in each division.

Marty Wolf, Altec assistant general sales manager, national drive captain, started a swing to all Altec offices to get the campaign under way.

He advised starting the new tax campaign by approaching the White House and Treasury for support.

Others who spoke, commending COMPO's efforts and recommending continuation were Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association; Roy Cooper, California Theatres Association; Art Arthur, Motion Picture Industry Council of Hollywood; Si Fabian, Stanley Warner president; Sidney Schreiber, MPAA counsel; A. Julian Brylawski, TOA legislative contact in Washington; Snaper; Rembusch; Pinanski; Herman Levy, TOA general counsel, and Ben Shylen, publisher and trade press representative on COMPO's executive committee.

Lichtman was authorized to appoint a committee of three top advertising-publicity executives to formulate plans for improved public relations; the idea behind the program being to sell publishers the true story of the industry. A proposal to explore the possibility of conducting a research program to provide information on physical theatre equipment was passed, and was referred to committee.

It was decided to conduct a dues drive immediately, with assessments the same as in the past.

Projects deferred until a later date included an anti-censorship drive and participation in a move to establish an all-industry arbitration system. Theatre collections for Korean relief amounted to \$969,500 to date, with not all states reporting, and it is estimated that the total will exceed \$1,000,000.

Also up for discussion was a proposal by Arnall that COMPO follow up action taken last year on the establishment of an industry information library.

Exhibitors were urged to try to remain in business, and it was frankly stated that many theatres have not shuttered only because they anticipate some measure of tax relief from the next Congress. Brylawski warned the group that the much talked of federal sales tax would not get Congressional approval, and called the measure a blind to keep present excise taxes.

The COMPO sessions were originally scheduled to run for two days, but were adjourned when all items on the agenda were taken care of the first day.

The committee for repeal immediately began sending campaign material out into the field and alerting state and co-chairmen.

McGee and Cole also released the following questions to the trade press for exhibitor appraisal. They are expected to be among the queries Congressmen will have in the next campaign, and answers will be sent out to exhibitors in a forthcoming mail piece.

1. What is the present condition of the motion picture industry and in what different condition does it find itself from the period of the last campaign?
2. Could a reduction of the admission tax to 10 per cent save the industry?
3. How about 3-D and its effect?
4. How about wide-screen?
5. Should we approach Congressmen in the future for their support with an additional request that they promise to override a possible veto?
6. Early this year, we predicted that 5,000 theatres or more would close in the succeeding 12 months. Have those theatres closed?
7. Who will benefit by the repeal of the admissions tax, theatres or the public?
8. How about reports of raised admission prices in theatres?
9. How about raised admissions for special pictures?
10. How about TV as the cause rather than the admissions tax.
11. How about this suggested tax relief as discrimination in favor of the motion picture industry?
12. Where will the government get the money if this tax is removed?
13. How about baseball, the legitimate theatre, and other industries? Should not they be included in relief?
14. How about pictures doing extraordinary grosses as currently reported.

Coyne pointed out that for the seven weeks ended on Aug. 28, theatres were closing at the rate of six a day.

He said Sindlinger and associates were making a daily check on closings and on those theatres operating at a loss in the hope that the next session of Congress will bring a measure of tax relief. It had been predicted that 5,000 houses would close.

Field men have been told that tax relief is not assured by anything the President has said. They were instructed to proceed as though each Congressman were unpledged in the current campaign. Information is being forwarded to the field on a national press relations committee; maintenance, and extension of state and Congressional district committees and the coordination of campaign activities.

Cole and McGee sent a letter to 119 field chairmen, stressing the necessity of personal calls on Congressmen to thank them for their support. The telegram emphasized the importance of reporting on this activity to its conclusion before readying the next phase of the campaign.

3-D's Future Top Allied Meeting Topic



Robert L. Lippert recently hosted the first of a series of regional sales meetings in connection with the release of "Sins of Jezebel" in Los Angeles. Seen, seated, left to right, are Arthur Greenblatt, general sales manager; Lippert, and executive assistant Edmond Baumgarten, and, standing, left to right, Al Grubstick, San Francisco distributor; Marty Weiser, advertising-publicity director; Charles Kranz, Los Angeles; Tom H. Bailey, Denver and Salt Lake City; Jack Sheriff, Irving H. Levin and Leon Blender, Los Angeles, and Zollie Volchok and Jack J. Engerman, Seattle-Portland. New product was discussed.

"Salute" Distributors Set By U-I's Feldman

NEW YORK—U-I's Charles Feldman began his third year as national distributor chairman of the Variety Clubs-Will Rogers Memorial Hospital's annual "Christmas Salute" by announcing that he has completed the organization of the national distributors committee.

The "Christmas Salute" scrolls and other campaign material are being shipped to exchange area distributor chairmen for distribution to theatres and allied industry companies through all company branch managers and salesmen.

The 1953 "Salute" begins officially on Oct. 15, and runs through Jan. 15.

The national distributors committee, by exchange areas, is as follows: Albany, Jack Goldberg; Atlanta, William D. Kelly, Jr.; Boston, J. M. Connolly; Buffalo, Stanley Kositsky; Charlotte, J. W. Greenleaf; Chicago, William J. Devaney; Cincinnati, Edwin M. Booth; Cleveland, Harry S. Buxbaum; Dallas, H. C. Vogelpohl; Denver, Marvin Goldfarb; Des Moines, Donald R. Hicks; Detroit, Joe Baringhaus; Indianapolis, Claude W. McKean; Kansas City, Tom Baldwin; Los Angeles, A. Swerdlow; Memphis, Louis C. Ingram; Milwaukee, Lou Elman; Minneapolis, J. T. McBride; New Haven, Jules Livingston; New Orleans, Luke Conner; New York,

L. S. Gruenberg; Oklahoma City, R. B. Williams; Omaha, D. V. McLucas; Philadelphia, Ulrik F. Smith; Pittsburgh, Al Levy; Portland, J. R. Beale; St. Louis, C. D. Hill; Salt Lake City, C. R. Wade; San Francisco, Jack M. Erickson; Seattle, Paul McElhinney; Washington, D. C., Joe Rosen, and Florida, Paul Hargette.

Taylor Addresses SMPTE Meet

NEW YORK—The 74th semi-annual convention of the Society of Motion Picture and Television Engineers will launch its five-day session on Oct. 5 with an address by Henry J. Taylor at the opening luncheon in the Hotel Statler.

A record attendance of more than 1000 is indicated.

Presentation of the annual awards will take place on Oct. 5. The 74th semi-annual banquet and dance will take place on Oct. 7.

Dr. W. W. Wetzel, Minnesota Mining and Manufacturing Company, St. Paul, Minn., was selected by the board of governors as the winner of the 1953 Samuel L. Warner Memorial Award of the society. Dr. Wetzel was named for the honor in recognition of his contributions to the development of magnetic tapes and films for sound recording.

John W. Servies, convention vice-president, appointed Emerson Yorke, independent motion picture and television producer, and a Fellow of the Society, as luncheon and banquet chairman.

New Jersey Board Will Seek Action from National Con-fab in Boston; Different Approach Seen Necessary

BOSTON—A membership and board meeting of Allied of New Jersey in New York last week voted to place the experiences of New Jersey exhibitors with 3-D pictures before the National Allied board meeting here next week for consideration of whether continued production of the

A special screening of "The Robe", in CinemaScope, will be a feature of the National Allied convention program at the Keith Memorial, Boston, on Oct. 6 at midnight, through courtesy of President Spyros Skouras, 20th-Fox, and Sol A. Schwartz, president, RKO Theatres.

"depthies" should be encouraged. The consensus was that if 3-D fails as an attraction and disappears, the fault is not entirely with exhibitors.

The opinion of New Jersey Allied members was that pictures selected for the medium did not fit it, and that 3-D was utilized more as a promotion for a "quick buck" than as a regular type of presentation. The members also stated that most of the pictures made in 3-D were, in reality, second features, and that the deals demanded by producers made it almost impossible to make a profit on them. The cost of glasses and the need for their use was called detrimental, and the cost of equipment was claimed to be out of line. Members further claimed that the prints delivered to subsequent-run houses were not in good condition.

In a press conference after the meeting, Wilbur Snaper, president, who is also the National Allied leader, said it was felt that if 3-D is to survive, a new approach must be made in selection of story material and a transfer to a system using only one film strip and one projector.

Members also expressed concern over "a serious product shortage" among subsequent runs created by extended first-runs. The product shortage situation will come up for critical discussion when the Allied board meets, and the issue will be presented by Irving Dollinger, New Jersey Allied's national delegate.

Pola-Lite's three latest models of all-plastic, 3-D glasses will be displayed at the convention, Al O'Keefe, vice-president in charge of distribution, announced. The company has reserved three booths at the convention, where a special, animated, 3-D Pola-Lite display will be erected. Special brochures in color, pamphlets on proper 3-D projection, and samples of the Hi-Lite, Juvenile, and clip-on models of Pola-Lite's 3-D glasses will be available to delegates.

Joe Weil Mourned

NEW YORK—Joe Weil, newspaper writer and industry publicist, who did promotional work out of his own office for the Red Cross and other accounts during the past several years, died last week.



Republic President Herbert J. Yates recently addressed home office and sales executives, including branch managers from the metropolitan and eastern division, at a sales meeting at the New York Athletic Club, New York, the first of a series called by C. Bruce Newbery, director of sales, at his left.

The International Scene

Canada

Optimism Reigns At FP Winnipeg Meeting

WINNIPEG—The annual western meeting of Famous Players' managers, partners, and associates in Winnipeg saw President John J. Fitzgibbons express optimism and determination in what he said was the motion picture's greatest era. The four-day conference was held in the Royal Alexandra Hotel, Winnipeg. The first day was devoted to a demonstration of the Borros Morros one-strip 3-D projection, using test shots of MGM's "Kiss Me Kate." In the afternoon, in company with exhibitors from all over Manitoba, they saw a demonstration of Cinema-Scope. The evening period was taken up with a series of trailers of some of the companies' new product. These were divided by comment from Ben Geldsaler, head, booking department. The name of Larry Bearg, western division manager, absent because of illness, was coupled with that of Adolph Zukor, now celebrating his 50th anniversary in the industry, by Fitzgibbons. He said that Zukor emphasized quality in everything, and caused him to train the executives who made the business what it is today. "The training that started with Zukor was transmitted to Larry Bearg. Today you see the results in this room," Fitzgibbons said he



Montague C. Morton, left, managing director in Great Britain for United Artists, recently exchanged greetings with Richard Condon in New York just prior to Condon's leaving to conduct a publicity survey for the company in Europe.

was thankful for the "tremendous reserve of manpower given us through our partners who live close to the community," and that today there were hundreds of shareholders "who have given us the responsibility of handling their investment." Fitzgibbons criticized the many top executives in the USA who thought the business was on the way out. He felt the business had suffered because of their attitude. Others who spoke were: R. W. Bolstad, vice-president; Frank Gow and Maynard Joiner, British Columbia; Peter Brown, George Cuthbert, and John Ferguson, General Theatre Supply, and John J. Fitzgibbons, Jr., Theatre Confections Ltd.

The meeting-room was decorated with banners and standees from all distributors calling attention to coming product. Harold Bishop, Winnipeg supervisor, was singled out for praise by Eddie Zorn and Fitzgibbons for arranging the conference facilities. Missing from the convention was James R. Nairn, head, advertising and publicity, who returned to Toronto because of the sudden passing of his mother, Mrs. Franklin H. Nairn.

Fitzgibbons' feelings as expressed at the Winnipeg meeting are again expressed in his message to the shareholders of the company which accompanied the dividend cheques of 35 cents a share for the quarter ending on Sept. 30, 1953. In it, Fitzgibbons says: "With the marked improvement in the quality of the new motion pictures and the recent technical developments, the success story of the motion picture industry is being repeated."

Fitzgibbons concluded with the statement that "The motion picture industry continues to be the undisputed medium for providing the greatest entertainment at prices to fit every budget."

CINE CHATTER: Arthur Gottlieb, president, Audio Pictures and Film Laboratories, reported to police that jewels belonging to his wife, the former Gladys Glad, valued at \$40,000, were stolen. . . . A series of foreign films is on the program being sold on a reserved seat basis at the Eaton Auditorium, Toronto. The series, entitled Cinema 16, includes "Miracle In

Fitzgibbons Named Canadian '53 Pioneer

TORONTO—Along with John J. Fitzgibbons, president, Famous Players, Canadian corporation, named Picture Pioneer of the Year, three other members of the industry are to receive the gratitude of the industry, it was learned last week. The three are Ray Lewis, managing editor, Canadian Moving Picture Digest; Lieutenant-Colonel John A. Cooper, chairman of the board, Canadian Motion Picture Distributors Association, and Bernard E. Norrish, former president, Associated Screen News. The annual dinner honoring these four famous names in the industry will be held in Toronto on Nov. 25.

The Pioneer of the Year award had its inception last year, but the executive of the association decided to forego it and mark the 50th anniversary of the motion picture theatre in Canada by honoring a group chosen by an impartial panel of judges as having done the most to advance exhibition prior to 1910.

Milan," and "Night Beauties." . . . Five regional meetings are scheduled in Ontario by Twentieth Century Theatres. The first was held in Sudbury . . . A drive-in in Windsor owned by Paul Kusik was opened only three weeks before it had its first robbery. . . . An active worker in the National Air Show in Toronto was Win Barron, publicity chief in Canada for Paramount. . . . A luncheon to honor winners of the Film Exchange Softball League was held at the Club One Two by Jack Fitzgibbons, Jr. . . . "The Robe", set to open at the Imperial, Toronto, was moved back to October. . . . Renovation is underway at the Variety, Calgary. The house has been closed to permit the changes. . . . An expert in sound and recording, Dr. Frank Orban, of Hungary, joined the staff of Crawley Films, Ottawa. . . . Paul Lesage, youngest member of the federal cabinet, has taken over the portfolio of Minister of National Resources. Among his duties is the chairmanship of the National Film Board. At the same time, it was announced that the National Film Board would move its headquarters to Montreal from Ottawa, despite representations from numerous committees in Ottawa.

—HARRY ALLEN, JR.

Germany

Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, announced that the company is establishing its own network of offices in Western Germany. Branches will be opened in Frankfurt, Berlin, Munich, Dusseldorf, and Hamburg, under the supervision of Eric Pleskow, general manager. He was formerly special representative in the territory and the company's liaison with Constantin Films.

England

"Rob Roy", Walt Disney's Technicolor production, has been selected by Queen Elizabeth II for this year's Royal Command performance.


UA Realigns Executives In Foreign Department

NEW YORK—Arnold M. Picker, UA vice-president in charge of foreign distribution, last week announced the following merit promotions and key appointments:

Ron Michaels, formerly joint managing director for Australia and New Zealand, a post he shared with Walter Thorburn, resigned, has been named sole managing director. Eric Pleskow, formerly special representative in Western Germany, has been appointed general manager of the company's newly established sales organization, which embraces offices in Frankfurt, Berlin, Munich, Dusseldorf, and Hamburg. Isidro Rosenfeld has been named manager in Peru, succeeding Leon Nebel, resigned. George Ornstein, formerly special representative in Italy, has been transferred to Spain in a similar capacity, stationed in Madrid. His successor as special representative in Italy is Kurt Unger. Richard I. Guardian has been appointed district supervisor for the Philippines, Hong Kong, and Taiwan, headquartering in Manila.


Arthur H. Solmson has been assigned as manager in Hong Kong, replacing W. S. Tsui, resigned. Rounding out the new appointments is the promotion of Conrado de Jesus, formerly acting manager in the Philippines, to manager.

**HISTORY'S GREATEST SWASHBUCKLER IN
THE GREATEST PIRATE SERIAL OF ALL TIME!**



**A SIZZLING
SERIAL SCOOP
from
COLUMBIA!**

**THE GREAT
ADVENTURES OF
CAPTAIN KIDD
KING OF PIRATES**



with
Richard Crane • David Bruce • John Crawford • George Wallace
Story and Screen Play by ARTHUR HOERL and GEORGE H. PLYMPTON
Produced by SAM KATZMAN
Directed by DERWIN ABBE and CHARLES S. GOULD
A COLUMBIA SUPER-SERIAL

**ALL THE ADVENTURE OF A FULL-LENGTH
FEATURE JAM-PACKED INTO EACH EPISODE!**

**MADE TO ORDER FOR EXPLOITATION! BRING THEM BACK WEEK AFTER
WEEK! USE THE TICKET-SELLING CAMPAIGN BOOK! (Available at National Screen)**

Ezell Seeking Arbitration System For Drive-Ins

DALLAS—Claude Ezell, president, International Drive-In Theatre Association, told a meeting of charter members last week that an arbitration system for drive-ins is being sought and is urgently needed.

"Robe" Openings Grow After Record Bows

NEW YORK—As the world's first CinemaScope production, "The Robe", moved into its second week at the Roxy following an opening seven days which shattered every boxoffice record ever established in motion picture history, first-night audiences in other American cities were seeing gala premieres in their localities of the 20th Century-Fox Technicolored spectacle.

Shattering every theatre record in the history of show business, "The Robe" set a new world boxoffice record of \$317,286 gross in its first week at the Roxy. "The Robe" opened to a world record gross of \$43,158. The production later topped its own mark with another record setting gross of \$69,621.

Surrounded by events and activities rivalling the gala world premiere of "The Robe" at the Roxy, the first CinemaScope production made its debut in Chicago, Los Angeles, and Philadelphia.

The spectacle opened at the State Lake, Chicago; Chinese, Los Angeles, and Fox, Philadelphia, backed by record advertising, publicity, and exploitation campaigns, attended by a contingent of 20th-Fox executives headed by Spyros P. Skouras, Al Lichtman, and Charles Einfeld. Einfeld was in Chicago in advance of Skouras and Lichtman.

Meyer Hutner, associate publicity manager, was in Chicago, and Ira Tulipan, metropolitan newspaper contact, went to Philadelphia.

"The Robe" will have openings in 44 other key domestic situations later this month and in October.

Meanwhile, Joy Theatres, Inc., New Orleans, filed suit in U. S. District Court to enjoin 20th-Fox from licensing "The Robe" to the Saenger, New Orleans, until new bids have been made and opened publicly. The suit also asks that the distributor be directed to award the film to the highest bidder.

The complaint names Paramount Gulf Theatres, operator, Saenger, as an additional defendant, and asks \$375,000 damages. This represents presumably the loss to Joy's Panorama for not being able to license "The Robe" first-run, as well as the loss of publicity for the theatre that would result if it were permitted to play the picture. A hearing was set for Oct. 7 before Federal Judge J. Skelly Wright. The plaintiff, besides alleging that its bid for the Panorama was higher than that of the Saenger, also charges that an agreement on the awarding of pictures exists between 20th-Fox and Paramount Gulf, and asks the court to set a reasonable time during which 20th-Fox must license the plaintiff's theatres on second run.

Skouras Predicts

50-60 CinemaScope Films

CHICAGO—Speaking at a press confer-

This Was The Week When . . .

UA revealed that more than 800 air force bases and installations will participate in a promotion campaign backing "Sabre Jet." . . . Governors of 30 states were announced as offering to cooperate in the distribution and publicizing of RKO's "Louisiana Territory." . . . The board of Warner Brothers Pictures declared a dividend of 30 cents per share on the common stock. . . . MGM announced that the Treasury Department was sending out a special mat layout on "Cash Stashers", a "Pete Smith Specialty", to 8000 industrial publications. . . . Nicole Maurey, in Paramount's "Little Boy Lost", continued her national tour on behalf of the show.

UA's "99 River Street" had its world bow at the Los Angeles, Uptown, Iris, and Loyola, Los Angeles. . . . The world premiere of "The Joe Louis Story" was set for the Broadway-Capitol, Detroit, on Oct. 14 by UA. . . . For the third consecutive week, the 20th-Fox "Al Lichtman Testimonial" set a new record. . . . J. R. Grainger, RKO president, started a tour of the company's European offices. . . . RKO's "Marry Me Again" had its world bow at the Orpheum, Seattle. . . . MGM's "Mogambo" had its initial showing at Loew's Warfield, San Francisco. . . . The world premiere of "Tanga Tiki," filmed in Tahiti, in color, was scheduled for the Sutton, New York City, on Oct. 5. . . . U-I set a comprehensive promotional tour of nine exchange areas and 22 cities for Richard Long, Mamie Van Doren, and Myrna Hansen in connection with "The All-American," which had its world bow in Detroit. . . . A big ad campaign for "Walking My Baby Back Home", U-I's Christmas-New Year's release, was outlined by U-I.

Jules Levey, who just returned from an extended trip to Europe, announced the first of a series of completed deals in both the production and distribution fields, acquiring the United States and Canadian distribution rights to "The She-Wolf", starring Kerima. . . . It was learned that director Mervyn LeRoy will be the guest of honor and the recipient of a World Brotherhood citation at the First Motion Picture World Brotherhood Testimonial Dinner on Oct. 15 in the Beverly Hills Hotel, Beverly Hills, Cal., with Jack L. Warner, vice-president, Warner Brothers Pictures, Inc., the chairman of a committee planning the affair.

Columbia revealed that it had the greatest one week's billings in its 33-year history, \$1,250,000, for the week ended on Sept. 18. . . . Jack Cohn, president, Motion Picture Pioneers, reported that applications for membership were coming in from all parts of the United States, with Harry K. Takiff, secretary-treasurer, or Marvin Kirsch, vice-president, taking the applications at the New York office. . . . The American premiere of "Gilbert And Sullivan" was set for Oct. 27 at the Bijou, New York City.

ence last week in connection with the premiere of "The Robe", 20th-Fox President Spyros Skouras said that he believes that 50 to 60 CinemaScope motion pictures will be produced from January, 1954, to December, 1954. He also added that he believed at least 6000 theatres will be equipped for CinemaScope showings by September, 1954. Al Lichtman told the assemblage that the Ford Motor Company and General Motors were both negotiating to produce CinemaScope pictures for showing in theatres at their sales conventions. He also said that "New Faces", will be filmed independently in CinemaScope. Lichtman estimated that the State Lake should net \$130,000 for the first week of "The Robe" showing.

Charles Einfeld, vice-president, was also on hand.

Northwest Unit To TOA

SEATTLE—The board of directors of the Theatre Owners of Washington, Northern Idaho, and Alaska has voted to become affiliated with the Theatre Owners of America, it was reported last week by J. M. Hone, executive secretary.

This association becomes the 28th affiliate of TOA, and for the first time gives the national association representation in the northwest territory. TOA director for the association is Joseph J. Rosenfield, Spokane, Wash. Also added to the TOA roster is the California Theatres Association, L. S. Hamm, president, and Roy Cooper, TOA director. The Washington, Northern Idaho, and Alaska group formerly was associated with the Pacific Coast Conference of Theatre Owners.

Boxing Bouts Ready For Theatre TV

NEW YORK—Leo Rosen, in charge of TV operations for Cappel-MacDonald and Company, last week announced that a series of major boxing attractions will be offered to exhibitors on a regular weekly basis 52 times a year.

The bouts, which will be in addition to the regular theatre program, have been scheduled for Tuesday nights in order to help exhibitors boost their normally light grosses. Additional theatre television attractions for other weak boxoffice nights will be announced in the near future, it was said.

The fights, whose production costs are estimated at more than \$25,000 a week, will be made available at low cost with all wire charges included and will feature every top pugilist in the ring today, it is claimed.

The starting date is scheduled for Oct. 27.

Cappel-MacDonald and Company, founded 31 years ago in Dayton, O., is a leading sales promotion organization. Last April, the company set up a special "showmanship division", and later entered the closed circuit TV field.

For three years immediately preceding his appointment, Rosen had been theatre TV consultant for Fabian Theatres and television consultant for the International Boxing Guild.

It has been noted by the trade that the operation is well financed.

HIS FISTS...

HER LIPS...

MADE FOR KILLING

MADE FOR KISSING

Together they busted the

fight racket wide open!

HERBERT J. YATES
presents

CHAMP FOR A DAY

starring

ALEX NICOL · AUDREY TOTTER

with

CHARLES WINNINGER

HOPE EMERSON · JOSEPH WISEMAN · BARRY KELLEY

Screenplay by IRVING SHULMAN

Based on the Saturday Evening Post Story

"The Disappearance of Dolan" by WILLIAM FAY

Associate Producer-Director WILLIAM A. SEITER

A REPUBLIC PICTURE

Republic Pictures Corporation



Konekoff

(Continued from page 7)

filmed in CinemaScope in the new process Anasco Color. Incidentally, he has acquired the rights to the entire "Oz" series, and may do other films based on the 37 books. He expected to co-produce eight to 10 films in England alone next year with various companies.

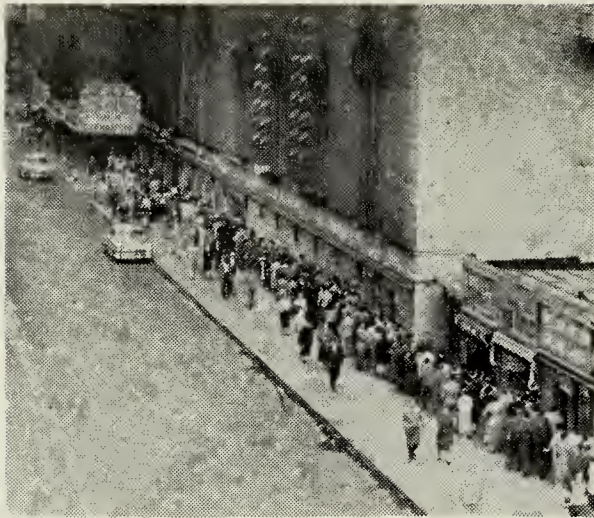
He announced that he will distribute nationally a high quality-type sex attraction for Sol Lesser called "We Want A Child", which has been a top grosser in Europe. This will be roadshown at advanced prices. It was filmed in Denmark.

PRODUCTION NOTES: Producer Carl Krueger, who made "Sabre Jet", released by United Artists, was in for conferences with home office executives and to discuss future production, and announced that his next production would deal with the story of the MIG pilots in the Korean War and would be an anti-Communist story. Tentatively entitled "Mig Alley", it would be filmed in wide-screen, 1.85 to 1, in Anasco Color, and shooting should start sometime in October when he takes over a print of "Sabre Jet" for showing to the troops in Korea.

At that time, he will film his backgrounds with the cooperation of the air force, which is particularly anxious to see the film made, and which has assured top cooperation. He expects to take over some personalities to put on shows for the troops, requested by the military for morale boosting. He is discussing possible release through UA for the feature, which may star Ronald Reagan and which will be directed by Louis King. He also expects to make two films next year, possibly one for RKO, with which he still has a one-picture deal, and one on his own.

Krueger reported that bank financing is still a tough proposition on the coast, and that UA guaranteed the bank loan on "Sabre Jet", which is currently playing to strong business. As a result, he expects financing to be easier on "Mig Alley." Incidentally, he maintained that independent production crews, his own included, are turning out quality work much faster and with greater efficiency than the major studios. Exhibitors who expect to play the film are invited to request assistance from any one of the 800 air bases in the United States, which have been instructed to cooperate with exhibitors in any way possible.

THE METROPOLITAN SCENE: "Little Boy Lost" made a big splash when it opened at the Rivoli via a gala premiere sponsored by the Overseas Press Club. It was attended by leading personalities in all fields, with William N. Oatis and Frank "Pappy" Noel, AP correspondent and photographer, respectively, being given awards. TV coverage gave home viewers a chance to be in on the proceedings. . . . Leon Roth, assistant publicity manager for UA and recently named west coast coordinator of publicity for the company, became a father for the third time with the birth of a girl to Mimi Roth. They have two boys. . . . U-I has prepared a special one-sheet on "The All-American." . . . "The Joe Louis Story" was sneak previewed recently with the ex-champ present. Reaction was very good. The film has a lot of drama to it, and it



All boxoffice records were smashed by 20th-Fox's "The Robe" in CinemaScope during its opening week at New York City's Roxy, and this shows part of the waiting lines of patrons.

Conversion Problems Highlight Allied Bull.

WASHINGTON—The problems of theatres which can't convert to CinemaScope or wide-screens because of their physical structure came in for attention in the bulletin issued last week by Allied States Association.

Pointing to the opening of "The Robe", in CinemaScope, in New York City, the bulletin says that if all producers turn to CinemaScope, all theatres desiring to remain open will have "to install the very expensive CinemaScope equipment."

Tribute was also paid to the courage of 20th Century-Fox President Spyros P. Skouras.

The bulletin also discussed press reaction to the bow of the new medium and "The Robe", and comment was also offered on a quotation in "The Dynamo", 20th-Fox house organ, regarding the need for more percentage contracts from exhibitors.

The forthcoming convention in Boston, Oct. 5-7, also came in for attention.

wound up with a touching scene at the end where Louis was greeted by a huge crowd in the lobby which gave out with applause, and a large number requested autographs. "The Brown Bomber" seemed deeply touched by the demonstration. . . . Stirling Silliphant and John Barnwell have acquired "Lie Down In The Dust" by photographer Joseph Brun, and it is planned to start production before the end of the year in Eastman color and in wide-screen, 1.85 to 1. . . . Okeh pressbooks are out on "The Caddy", "Arrowhead", "Great Adventures Of Captain Kidd", "Gun Fury", "A Blueprint For Murder", "The Moon Is Blue", "I, The Jury", "Mister Scoutmaster", and "Dangerous Crossing". . . . Stan Hodes has joined Rainbow Pictures as a producer-director after having been affiliated with the Air Pictorial Corps of the air force for the past four years as a producer. Prior to this he was with Paramount and National Screen Service. He will travel all over the world on various assignments, with his home base at Rainbow's office in Miami, Fla. . . . "Kiddieville" attractions for theatres and other media being handled by Abe Feinberg. Included are "Magic Clown", "Rootie Kazootie", Will Hill's Society Circus, and other attractions.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

PARAMOUNT

"Those Redheads From Seattle"—3-D should help entertaining musical drama.

Republic Spending Millions, Says Yates

NEW YORK—Millions for Republic production during 1953-54 were pledged by President Herbert J. Yates at the opening session of a two-day sales meeting convened by C. Bruce Newbery, director of sales, at the New York Athletic Club, New York City, last week.

Yates reported that the company would produce 15 to 20 "super-deluxe" pictures. He pointed out that general economic conditions for the fall and winter looked excellent, and felt that theatres, along with other businesses, could look for a general upturn in customers.

Yates stated that today's pictures must not only be produced individually but merchandised individually, and, to that end, he outlined campaigns on such forthcoming Republic productions as "Sea Of Lost Ships", which will be exploited with the full support of the coast guard, and "Flight Nurse", which will benefit by co-operation of the United States Air Force and Air Surgeon General. He cited the heavy promotion which will back "Jubilee Trail", "Johnny Guitar", and the Herbert J. Yates-Herbert Wilcox production, "Laughing Anne."

Branch managers from the metropolitan division headed by sales manager James V. O'Gara and from the eastern division under sales manager John J. Curtin heard addresses by Newbery, William Martin Saal, executive assistant to President Yates, and Steve Edwards, director of advertising and publicity. Newbery stated that intelligent team-work must be the basis for sound salesmanship, and he urged branch managers to cooperate with exhibitors on showmanship.

Executives present included Neil Agnew, special assistant to Yates; midwestern division sales manager Paul Webster; southern division sales manager Walter L. Titus, Jr.; Richard G. Yates, assistant sales director; John Petrauskas, Jr., treasurer; Douglas Yates, Republic International vice-president; Albert Schiller, branch operations head; Jack Alexander, contract department head; Edwin Riester, print department head; Arthur J. Miller, manager, Consolidated Film Industries' Fort Lee plant, and Hollywood Television Service President Earl R. Collins and Vice-president and general manager, Morton W. Scott.

The meeting was followed by a session at the Blackstone Hotel, Chicago, and at the company's North Hollywood studios.

John Walsh Mourned

PITTSBURGH—Funeral services were held for John Walsh, 46, affiliated with the Shea Circuit since 1937. Manager of Shea's Fulton for the past 15 years, Walsh was a past Chief Barker, Variety Club, Tent 1, and was a director of the Rosalia Club. He is survived by his wife and four children.

In line with
Universal-International's
policy of serving all
of its pictures to all
of its customers...

WINGS OF THE HAWK

is now available for exhibition
in 3-D and 2-D

IT CAME FROM OUTER SPACE

a firmly established 3-D
boxoffice hit, may also be
booked for 2-D exhibition
starting November 29.

"WINGS OF THE HAWK"

Color by TECHNICOLOR • Starring VAN HEFLIN • JULIA ADAMS
with ABBE LANE • GEORGE DOLENZ • ANTONIO MORENO • NOAH BEERY
Directed by BUDD BOETTICHER • Screenplay by JAMES E. MOSER
Produced by AARON ROSENBERG

"IT CAME FROM OUTER SPACE"

Starring RICHARD CARLSON • BARBARA RUSH with CHARLES DRAKE
RUSSELL JOHNSON • KATHLEEN HUGHES • JOE SAWYER
Directed by JACK ARNOLD • Screenplay by HARRY ESSEX
Story by RAY BRADBURY • Produced by WILLIAM ALLAND

AVAILABLE IN

3-D

and

2-D

PICTURES WITH THAT *Universal* APPEAL...



Miscellaneous

In the Newsreels

IN ALL FIVE:

Catalina Island, Cal.: Introducing the mini-sub.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 78) New York City: Dr. Marek Korowicz, Polish delegate to UN, deserts, asks asylum. Denver, Chicago, and Washington, D. C.: President Eisenhower. France: Prime Minister Winston Churchill on vacation. Holland: Queen Juliana opens Parliament. Algeria: Desert chieftains gather. Asbury Park, N. J.: Greek troops en route to Korea. Off Nova Scotia: Tuna fishing.

NEWS OF THE DAY (Vol. XXV, No. 208) USSR: Premier Malenkov denounces Beria. Colorado: President Eisenhower. France: Prime Minister Winston Churchill on vacation. Korea: UN troops still on alert. England: British POW's home. Football: Baylor defeats California.

PARAMOUNT NEWS (No. 11) USSR: Premier Malenkov denounces Beria. New York City: Dr. Marek Korowicz, Polish delegate to UN, deserts, asks asylum. Denver, Chicago, and Washington, D. C.: President Eisenhower. England: British POW's home. Football: Baylor defeats California.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 502) USSR: Premier Malenkov denounces Beria. Denver, Chicago, and Washington, D. C.: President Eisenhower. Holland: Queen Juliana opens Parliament. Arctic Ocean: Rockets launched. Argentina: President Peron attends Moore-Martinez bout. Football: Baylor defeats California.

WARNER PATHE NEWS (Vol. 25, No. 13) England: British POW's home. France: Prime Minister Winston Churchill on vacation. Korea: UN troops still on alert. Arctic Ocean: Rockets launched. San Francisco: Meet Percy, flying Kiwi. New York: Sweater girls. Football: Baylor defeats California; Georgia tops Villanova.

TELENEWS DIGEST (Vol. 7, No. 39-A) Korea: UN troops still on alert. Australia: New British A-weapons tested. Holland: Queen Juliana opens Parliament. Denver: President Eisenhower. New York City: Dr. Marek Korowicz, Polish delegate to UN, deserts, ask asylum. France: O'Brien-Ragan still at sea. Austria: Iron curtain industry.

IN ALL FIVE:

New York City: UN opens eighth session.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 77) Chicago: Stevenson at Democratic meet. New London, Conn.: Second atomic sub. Indochina: French Commandos repulse Reds. Yugoslavia and Italy: Trieste dispute. New York City: CinemaScope premiere.

NEWS OF THE DAY (Vol. XXV, No. 207) Indochina: French Commandos repulse Reds. Algeria: Moslem Chiefs gather. England: Jet show over London. Chicago: Stevenson at Democratic meet. England: Queen's horse comes in third. France: Beauty contest for modern Sampsons at Lyon.

PARAMOUNT NEWS (No. 10) Yugoslavia and Italy: Trieste dispute. Chicago: Stevenson at Democratic meet. Germany:



Henri Chretien, French professor and inventor of CinemaScope's anamorphic lens, recently met the trade press in New York to discuss the process, its development, and introduction with the release of 20th Century-Fox's "The Robe."

NATO troops merge in joint war games. Buenos Aires, Argentina: Good will through art. England: Queen's horse comes in third.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 501) Chicago: Stevenson at Democratic meet. New York: Minister of Information of Argentina arrives. Argentina: Good will through art. Germany: NATO troops merge in joint war games. New York: Fashions for fall. France: Beauty contest for modern Sampsons at Lyon. California: Wheelbarrow race.

WARNER PATHE NEWS (Vol. 25, No. 12) Germany: NATO troops merge in joint war games. Indochina: French Commandos repulse Reds. Yugoslavia and Italy: Trieste dispute. Canada: Toronto baby show. England: Queen's horse comes in third. Football: 49ers vs Chicago.

TELENEWS DIGEST (Vol. 7, No. 38-B) New York City: UN opens eighth session. Indochina: French Commandos repulse Reds. Greece: Cyprus rocked by new quakes. New London, Conn.: Second atomic sub. Germany: Third annual reunion of the "Desert Rats" and the German Afrika Corps. Philadelphia: Crown Prince of Japan visits Independence Hall. New York City: Crown Prince of Japan sees baseball game between Yankees and the Browns. Chicago: Stevenson at Democratic meet. Yugoslavia and Italy: Trieste dispute.

NATIONAL LEGION OF DECENCY

Sept. 24, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Big Jump" (Col.); "Sabre Jet" (UA); "The Steel Lady" (UA); UNOBJECTIONABLE FOR ADULTS: "Back To God's Country" (U-I); "Desperate Moment" (U-I); "Take The High Ground" (MGM); "Vicki" (20th-Fox); OBJECTIONABLE IN PART FOR ALL: "99 River Street" (UA); "The Big Heat" (Col.).

(In connection with "Martin Luther", the Legion departed from its usual rating system, stating, "This picture offers a sympathetic and approving presentation of the life and times of Martin Luther, the 16th Century figure of religious controversy. It contains theological and historical references and interpretations which are unacceptable to Catholics. The film may be seen by Catholics, however, who have a certain maturity and proper perspective of history.")

PEOPLE

NEW YORK—The appointment of four new members designated by the Stanley Warner Corporation to the board of Cinerama, Inc., was announced last week. They are Harry L. Kalmine, vice-president and general manager; Nathaniel Lapkin, vice-president; W. Stewart McDonald, vice-president and treasurer, and David Fogelson, SW secretary. They will replace the four directors previously designated by Cinerama Productions Corporation, who resigned. Remaining members of the board are Fred Waller, Hazard E. Reeves, and Edward V. Otis.

NEW YORK—A series of U-I branch manager changes became effective on Sept. 28 following the resignation of Joseph G. Leon, Philadelphia branch manager. Edward Heiber, Cleveland branch manager, was promoted to head the Philadelphia branch. Carl F. Reardon, New Haven branch manager, now heads the Cleveland branch, and Harold Saltz, Philadelphia sales manager, was promoted to New Haven branch manager.

NEW YORK—C. Bruce Newbery, Republic director of sales, last week named Joseph Wohl, former assistant branch manager, as New York branch manager, succeeding William P. Murphy, resigned.

Pola-Lite Offers New Models

NEW YORK—Three improved models of 3-D glasses to fit everyone, children as well as adults, will shortly be placed on the market by the Pola-Lite Company, it was announced by Al O'Keefe, vice-president in charge of distribution, last week.

Of the three models now in production two models are now available, the Hi-Lite Model, an improved type of the present adult glasses, and the Juvenile Model, tailored to fit children. Samples of both types have been sent to exhibitors playing 3-D attractions. Pola-Lite's Clip-On Model, for persons wearing spectacles, will be ready for distribution in about four weeks.

All of the three new Pola-Lite models will be available to exhibitors in a wide variety of colors.

Altec Offers Sound Booklets

NEW YORK—H. M. Bessey, executive vice-president and L. D. Netter, Jr., general sales manager, announced the publication last week by Altec Service Corporation of a specially prepared brochure entitled "Stereophonic Sound And Altec", and presenting in 16 pages of text and illustration the story of stereophonic sound from its early experimental stage.

The brochure is being distributed to all theatres, those engaged in motion picture production, and supply companies. Copies are available without charge from Altec headquarters.

NATIONAL BOARD OF REVIEW

Sept. 19, 1953

SELECTED FEATURES: "Island In The Sky" (Warners); "The Actress" (MGM).

Sept. 12, 1953

SELECTED FEATURES: "The Captain's Paradise" (English-made) (Lopert); "Half A Hero" (MGM).

The Editor Speaks

"MR. SMITH GOES TO WASHINGTON" was a great picture. Today, another Mr. Smith came to Hollywood, Bob Smith. He hails from Kalispell, Mont.



PAUL MANNING

BOB SMITH didn't say much, but did plenty. He put a reel of ordinary 2-D film into an ordinary projection machine. Then he set a little black box up in front of the lens. Presto, and on the screen we now had a picture with a new look—a look all its own. Depth, perfect focus, and general viewing ease had been enhanced. Yes, the 2-D now blossomed forth in curvaceous appeal, and all because of the little black box of magic which this Smith from Kalispell had placed before the lens.

THIS IS CERTAINLY a new idea, and one loaded to the gills with possibilities. Mass production of this simple optical device will make it practical for exhibitors in all situations.

WHEN I SAID that this was a new idea, I was thinking of the vast treasure trove in the thousands on thousands of 2-D films, both of modern vintage and the great classics. With the improvement being made in the polaroid viewers (these are needed for this process), the present contrast of public opinion may change favorably. If this should happen, then it may be entirely possible that Bob Smith's little black box of magic will be very much in demand. The whole idea brims with bright showmanship angles.

I PLAN to keep you up to date on the further adventures of Bob Smith and his little black box.

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clorion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 6, No. 10 September 30, 1953

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

MGM's

"MOGAMBO"

starring

CLARK GABLE, AVA GARDNER, GRACE KELLY

with

DONALD SINDEN, PHILIP STAINTON, ERIC ROHLMAN, LAWRENCE NAISMITH, DENNIS O'DEA

Produced by Sam Zimbalist. Directed by John Ford. Written by John Lee Mahin. Color by Technicolor.

MGM's

"TAKE THE HIGH GROUND"

starring

RICHARD WIDMARK, KARL MALDEN, CARLETON CARPENTER, RUSS TAMBLYN, ELAINE STEWART

Produced by Dore Schary. Directed by Richard Brooks. Story and screen play by Millard Kaufman. Music composed and directed by Dimitri Tiomkin.

Photographed in Anseo Color.

WARNERS'

"BLOWING WILD"

starring

GARY COOPER, BARBARA STANWYCK, BETH ROMAN, ANTHONY QUINN

with

WARD BOND, IAN MAC DONALD, RICHARD KARMAN, JUAN GARCIA

Produced by Milton Sperling. Directed by Hugo Fregonese. Written by Philip Yordan.

Music composed and conducted by Dimitri Tiomkin.

A United States Pictures Production.

Everything's Rosy At Paramount

The rapid rise of Rosemary Clooney to the top heights in the film world only duplicates her radio, record, and other successes.

THE GAL with the most—and the greatest!

THAT IS the consensus among moviegoers on Rosemary Clooney, one of Paramount's bright new stars and the best bet for singing stardom in pictures that has appeared on the horizon in many moons.

ANOTHER Doris Day, you ask? Well, Rosy took 'em by storm because her voice has a different quality, a personality, verve, and fire that is rare in these days of freak vocalists. When she sings, whether on radio, on records, in person, or on the screen, the nation listens, captivated by the magnetism.

ONLY SEEN in one picture to date, "The Stars Are Singing", she is already high on the exhibitors' list of boxoffice bets. And soon in "Here Come The Girls", with Bob Hope, Tony Martin, and Arlene Dahl, she'll be a marquee sizzler. Another goodie is the offbeat musical western, "Red Garters", her third picture, which has received rare audience reaction in previews.

THE GAL is unique in many respects, but one in particular. Unlike most singers who skyrocketed to fame in a short time and then were grabbed by Hollywood and spotted in musicals singing a number or



The popular singer accepts her Laurel Award from EXHIBITOR's Paul Manning, officially making her the Top New Female Screen Personality.

two, the Clooney thrush held down a real acting job in her debut film, "The Stars Are Singing."

TV, with all its ad-libbing, proved a good showcase for her talents. Her effortless style and competent stage presence proved to Paramount that she can handle more than a pretty ballad.

WHEN SHE made good, 4000 godfathers passed out cigars—their baby had made good. The happy guardians are approximately all the disc jockeys in these USA, who just love this honey-haired high priestess of popular music. The disc jockeys are her particular pets. She keeps in constant touch with them from her dressing room at Paramount studio, and, as a result, Clooney music fills the airways constantly, with, of course, the proper plugs for her pictures. Salesmanship is one of her showmanship facets.

SHE HAS BEEN the darling of the platter spinners for several years. They became enamored long before her hit record, "Come On-A My House", hit the turntables. When they finally did get their hands on the disc, they helped to make history in the recording business. Never did a single record from a popular artist get such a ride. It was their way of saying "thanks" to a gal who somehow managed to find time to correspond with all of them, from the big cities to the tiniest hamlets with a single station, a gal who is really interested in their problems and who would and has gone out of her way time and again to do the jocks favors.

Now she is sharing this affection with the exhibitors of the nation, whom she considers her best friends along with the spinners of the airwaves.

SHE SINGS because she loves it, and she's been doing it since she could talk. She's been in show business since she was 13, when she began singing on the radio, first in Kentucky and then in Cincinnati. Here she and her sister, Betty, became a vocal team. Bandleader Tony Pastor heard them sing on WLW, and signed them as featured singers with his orchestra. After three years with Pastor, Rosy decided to branch out as a single. She was lucky enough to have a personal manager, Joseph Shribman, of the New England and New York show business Shribmans, who had complete faith in her talent and good enough connections to land her a contract recording for Columbia records. The team of Clooney and Shribman is still together.

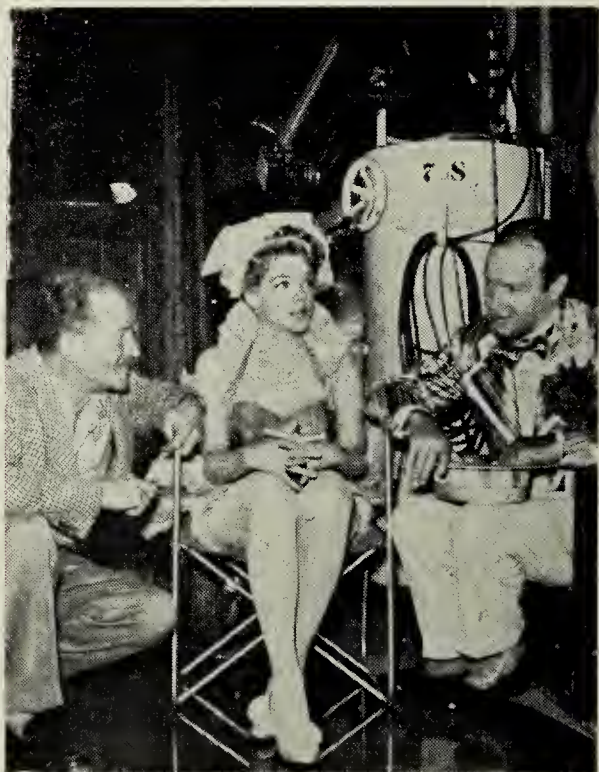


Rosemary Clooney, starring with Bob Hope in Paramount's "Here Come The Girls," is rated as one of Hollywood's fastest rising musical stars.

ONE UNUSUAL facet of her career is her recordings of childrens albums, one in particular, "Me And My Teddy Bear", getting the same enthusiastic response from the moppets as her more adult recordings from their parents.

THE CLOONEY thrush is high on the list of Paramount's outstanding talent. That studio executives had the utmost confidence in her abilities was proved when, before her first picture was released, she was cast in a headline role in the musical biggie, "Here Come The Girls", and then given top billing with Jack Carson, Guy Mitchell, Pat Crowley, Gine Barry, and Joanne Gilbert in "Red Garters." Still another picture was destined for her in one-two-three fashion, the super-musical, Irving Berlin's "White Christmas", now shooting on the Paramount lot, and in which she stars with Bing Crosby, Danny Kaye, and Vera-Ellen.

YES, ladies and gentlemen, everything's Rosy at Paramount now.—P.M.



Miss Clooney chats on the set of the film with cameraman Lionel Linden and Hope. She came to the movies via fame as a recording star.

More Laurel Awards Winners Express Their Pleasure

Victors In The 1952-1953 Competition, Including Many of Hollywood's Biggest Names, Give The Photographer A Chance To Get Into Action



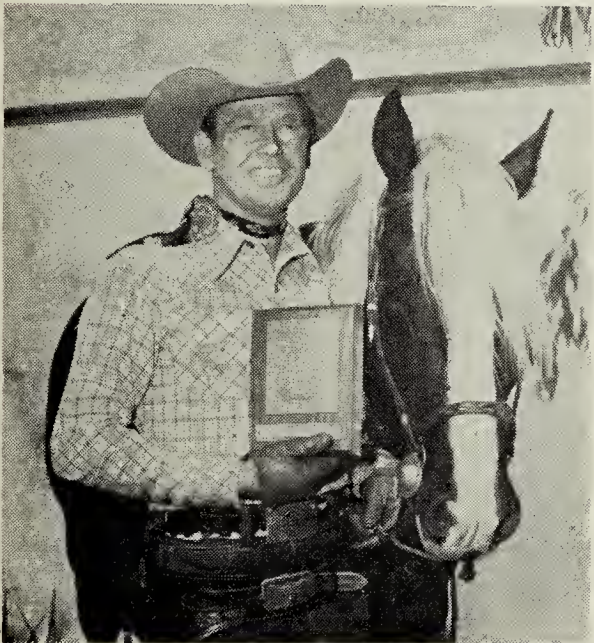
JOHN WAYNE
Number Two male star of the year.



VIRGINIA MAYO
A Top 10 Laurel Awards star; Topliner musical performance in Warners' "She's Working Her Way Through College."



DORIS DAY
A Top 10 Laurel Awards star performance in Warners' "April in Paris."



REX ALLEN
Number Two Laurel Awards western star, who appears in Republic pictures.



WILL ROGERS, JR.
Best new male personality of the year; best character performance in Warners' "The Will Rogers Story."



BOB HOPE
A Top 10 Laurel Awards star from the Paramount lot.



ANN MILLER
A Topliner musical performance in MGM's "Lovely To Look At."

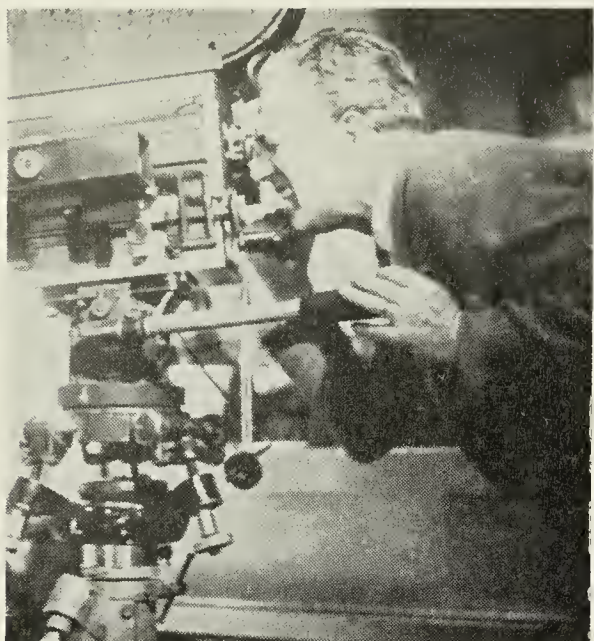


JEFF CHANDLER
A Top 10 screen star from Universal-International.



DANNY KAYE
A Topliner Laurel Awards performance in Samuel Goldwyn's "Hans Christian Andersen."

Meet Vittorio deSica



VITTORIO DESICA

PRODUCER-WRITER-DIRECTOR-ACTOR Vittorio deSica is no stranger to the American filmgoers or to the moviegoers of the world. Therefore, the event of deSica's first English-speaking film, "Terminal Station", is of more than passing interest to eager fans.

"TERMINAL STATION", a love story set against the noisy hubbub of the Stazione in colorful Rome, unites the talents of deSica and two top-flight Hollywood film stars, plus featured players of international importance. The two Hollywoodians, working for the first time under the sensitive direction of deSica, are Jennifer Jones and Montgomery Clift. Selznick will release this film in the United States, and it is well recognized by the industry that David O. Selznick will perform this chore with his usual enthusiasm and success.

DESICA, with such universal successes as "Shoeshine", "The Bicycle Thief", and "Miracle Of Milan" to his credit, can no longer be associated only with his native country. He has truly become an international celebrity, one whose accomplishments have been acclaimed by top critics as rich in imagination, sensitive in story treatment, and unforgettable in entertainment value. With two top stars like Miss Jones and Clift to work with, deSica entered into the making of "Terminal Station" with unusual high interest. This was a first for him, the first time he was actually working with English-speaking actors, the first time he would have to get his ideas to his leading actors in English, which, incidentally, he speaks quite carefully and slowly.

TRUTH is always stranger than fiction, and the truth of the matter was that the idea for "Terminal Station" was born not in Rome, as one would normally think, but instead in Hollywood. Here deSica met Selznick for the first time. They spoke, spoke further, and, presto! "Terminal Station" resulted.

IN REGARDING the solid lineup of top talent represented in every phase of "Terminal Station", the creation, direction, production, players involved, and the acknowledged abilities of Selznick, heading the United States distribution, it is a safe bet to look for something rather big in it's boxoffice future.—P. M.

GOOD THINGS TO COME FROM HOLLYWOOD...

MGM's "Mogambo"

"Mogambo", that package of jungle adventure and torrid sex, is A-1 evidence that Hollywood producers are not going to be outdone by sex-loaded European films. Producer Sam Zimbalist and director John Ford have worked out a daring yet subtle format, and the pairing of Gable and Gardner fits right in the groove of top-notch sock entertainment. Gable has the best role in many a year, and the saucy provocative Ava gives him a rough tussle for honors in each searing scene.

Zimbalist, who also produced MGM's smash, "King Solomon's Mines", proves that his ideas in creating boxoffice hits are sure-fire stuff.

The mysterious exotic lure of the African lands are captured in vivid Technicolor, and the many thrilling scenes of wild animal life are photographed with stark and exciting realism. The wild gorilla scenes are especially scary, even from the safety of a theatre seat.

All in all, exhibitors playing "Mogambo" can forget about TV, all local sporting events, and, indeed, any other kind of competition. "Mogambo" is loaded with boxoffice dynamite, and will explode in a shower of gold.—P.M.



Seen above are some of the personalities connected with MGM's forthcoming Technicolor release, "Mogambo," filmed in Africa and England. In the usual left to right, top to bottom, order are Clark Gable and Ava Gardner in one of the film's romantic moments; Grace Kelly and Miss Gardner; John Ford, veteran director, and Sam Zimbalist, producer.

Bogart, WB End Deal

HOLLYWOOD—Humphrey Bogart last week asked for and received his release from the balance of his Warners' contract.

Bogart and Jack Warner both issued statements indicating that the termination of the star's 17-year employment was amicable.

Bogart said he looked forward to doing pictures for Warners as a free lance artist and Warner remarked on the star's tenure with the company.

Bogart's next film will be "Sabrina Fair" for Paramount, with Audrey Hepburn.

First English 3-D Set

HOLLYWOOD—Margaret Sheridan flew to London to play opposite Dennis O'Keefe in UA's "Million Dollar Diamond", the first 3-D film ever made in England. The suspense thriller marks the directing debut of O'Keefe, who also co-authored the screenplay with John C. Higgins. "Million Dollar Diamond" establishes another "first" by employing the Spacemaster 3-D camera, a British invention which is said to give perfect synchronization of the two lenses and a consequently improved screen image.

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In booking were: C. F. Branscome, Jonquil, Smyrna, Ga., and A. L. Shepard, Grand, Waynesboro, Ga. . . . Wilby-Kincey Theatres moved into new quarters.

Bill Harris, manager, Woodall's, Inc., Lake, Guntersville, Ala., staged his third annual bathing beauty contest with 20 contestants from the four towns in Marshall County. Each contestant was sponsored by a merchant. The contest has been a big success every year. Harris does all the exploitation for the contest himself, even to lobby display and trailer.

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The Tamiami, Everglades, Fla., installed new RCA equipment. . . . A building permit has been taken out by the Naples, Naples, Fla., for \$3,500. The theatre will be remodeled.

Joe F. Phillips has been appointed assistant manager, Trail Drive-In, Hazelhurst, Ga. Dan Bruce is the manager. . . . Harry Bramlitt, formerly of Athens, Ga., is manager, Rainbow Drive-In, Gadsden, Ala. . . . W. Paul Mize, manager, Delray, Delray, Fla., has been named manager, drive-in. He came to Delray in 1935 as manager, Roxy.

At the annual meeting of the stockholders of Delray Theatres, Inc., Frank S. Singler was elected president; Dr. L. S. Boyette, vice-president; George Warren, secretary-treasurer, and L. L. Woodridge, director.



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Mrs. Loren Fenstermaker, one of the new owners of the Boynton, Boynton, Fla., will be in charge of the concession stand.

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The Sunset Drive-In, West Memphis, Ark., owned by Abbott Widdicombe and

FST Men Set Own Drive For Finske

JACKSONVILLE, FLA. — Quite possibly something new in exhibition was accomplished when managers and publicity men of Florida State Theatres planned their own annual showmanship and concession sales drive without the advice of or participation by home office executives. Eight managers, three publicity men, one booker, and one concession sales manager set the drive beginning on Oct. 25, and it was wholeheartedly accepted by company officials and more than 60 other managers.

Known as the "Managers Drive For '53 In Honor Of Lou Finske," company vice-president, it will include the awarding of hundreds of cash and merchandise prizes, with a Hudson Rocket as the grand prize.

FST President Leon D. Netter, Sr., accepted the drive idea at the request of managers who felt they could increase boxoffice takes, reduce operating costs, and raise sales of concession items in a drive planned by men at the theatre level.

The 13 men at the planning conference traded notes, and found out that they had a combined experience of more than 200 years in show business. Home office officials kept strictly to a "hands off" policy, and the planners came up with a campaign that spoke highly of their confidence in the future of motion picture exhibition, as well as of their ability and loyalty to the company.

Participating theatres were divided into four districts along geographical lines, and four of the planners were named to head the district drives. They appointed their bosses, the district company managers, to advisory jobs, and Howard Pettengill, publicity man, was elected drive chairman.

An elaborate prize structure was adopted, including the awarding of three capital prizes, four main district prizes, special achievement awards for exploitation work, prizes for managers' wives at the district and circuit levels, and good, solid cash bonuses for every manager who can exceed his weekly quota of business.

A kick-off drive in each district was to be preceded by dinners attended by managers and wives in Jacksonville, Miami, Daytona Beach, and St. Petersburg.

The planning conference ended on a note of optimism.

operated by Bob Kilgore, telecast the Marciano-La Starza fight. This drive-in for its first three years, was operated by David Flexer, under a management contract with Widdicombe. The owner assumed complete control in April. This telecast was shot by microwave from the top of the Sterick building to a receiving tower at the drive-in. John Sims, engineer in charge of the installation of the \$21,000 equipment, said a coaxial cable carried the telecast to the top of the Sterick, from which a thin beam was aimed at the Sunset. Sound went by regular telephone line. The picture was 30 feet high and 40 feet wide. There were 5000 bench seats and accommodations for 700 cars, with a minimum of

four persons to a car. Special buses took fight fans from Memphis to West Memphis, leaving the bus station every 15 minutes beginning at 7 p.m. and continuing until fight time. National Theatre Supply furnished the equipment. The closed circuit television network is a permanent installation.

Visitors were: Billy Ruffin, Jr., Covington, Tenn.; Mrs. H. A. Fitch, Erin, Tenn.; Gordon Hutchins, State, Corning, Ark.; John Hurd, Maxie, Trumann, Ark.; Mrs. Johnny Keller, Joiner, Joiner, Ark.; Mr. and Mrs. Glen Moser, Gay, Olive Branch, Miss.; R. R. Clemmons, Missouri, Parma, Mo.; Orris Collins, Majestic, Paragould, Ark.; Nathan Flexer, MiDeGa and Lake Drive-In, Waverly, Tenn.; Jack Bomar, booker, O. G. Wren Circuit, Little Rock, Ark.; Mr. and Mrs. S. D. McRee, Coffeerville, Coffeerville, Miss.; R. B. Dossett, Lakeside Drive-In and State Drive-In, Starkville and Columbus, Miss.; Robert Lax, Skyvue Drive-In, Paris, Tenn.; Mr. and Mrs. T. E. Smith, Dixie, Marmaduke, Ark.; R. L. Osborne, Crescent and Harlem, Belzoni, Miss.; Louise Mask, Luez, Bolivar, Tenn.; Tucker Bowen, booking for Jesse Howe for the Strand and Sunset Drive-In, Hot Springs, Ark.; Moses Sliman, Lux, Luxora, Ark.; William Elias, Murr, Osceola, Ark., and Don Landers, Radio, Harrisburg, Ark.

Allied Artists branch manager Bailey Prichard made a trip into Arkansas with salesman Kaiser.

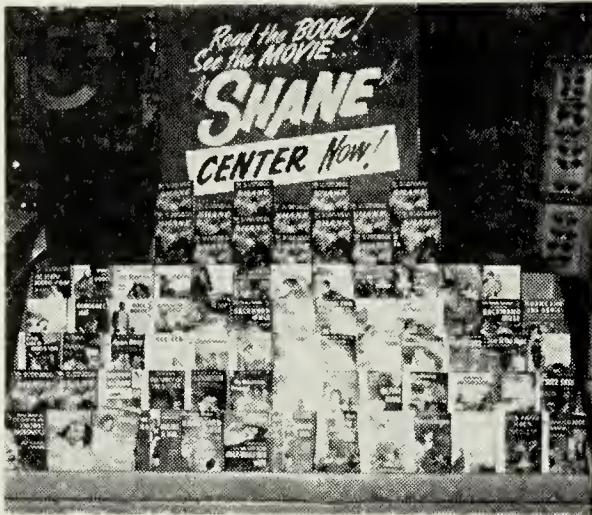
The 30 preliminary winners in the Mid-South Fair Talent Contest were presented by M. A. Lightman president, Malco Theatres, on the stage of the Crosstown. These were selected from 52 who competed at the Crosstown earlier to match their talents with representatives from other areas during the fair. Lightman returned from New York, where he sat in on the auditions for the three winners of the "Main Street To Broadway" search for talent. Miss Mary Louise Repult sang "Summertime," and won a \$500 savings bond and television set in a national talent contest in New York. She was runner-up in a contest sponsored by NBC and WMC, The Commercial Appeal radio station.

Cecil Vogel, manager, Loew's Palace Memphis, announced that the house is now equipped for stereophonic sound.

Tennis can have "Little Mo," but what Film Row has is "Little Dot," "mighty mite" of the pins, Dot Barker, Exhibitor's Service Booking Agency. She rolled the best score for women in many months, 612.

Mrs. Emma Rater, owner, Camden Drive-In, Camden, Ark., reports a shutdown for a short period, due to damage to the screen tower by fire. . . . John West, Hollywood, arrived. . . . A Film Row visitor not seen frequently enough was in booking for his Des Arc and Heber Springs, Ark., houses, Walter Lee, Little Rock, Ark.

Mrs. M. A. Lightman, Sr., is the loser of a Dalmatian, a five-year-old dog marked like a Canasta deck in spades. The dog left home. . . . Showing of "The



The above book stand display was recently arranged by Silas Dunn, Jr., Rowley United Theatres, for Paramount's "Shane," Center, Little Rock, Ark.

"Moon Is Blue" in Jackson, Miss., was cut short after nine nights by mutual agreement between Mayor Allen Thompson and manager George Politz.

Although "The Moon Is Blue," banned here is tentatively set in the Crittenden, West Memphis, Ark., M. A. Lightman, Sr., says he leased the Joy, West Memphis, from the Jaynes family, and may reopen with this picture if plans for alterations and redecorating can be accomplished shortly. The Joy has been closed. Lightman plans to install a wide-screen, and stereophonic sound, and provide a large parking area in the rear. Present plans, with the opening of the Joy, are to close the Crittenden to a part-time operation, probably on weekends.

Ben Bass, owner, Rosewood, announced plans for a \$200,000 skating rink at Lauderdale and Rosewood, which will complete a million-dollar shopping and recreational center. There were so many requests from the young people attending the Rosewood that he was prompted to build such a rink. It will be fully air-conditioned and music will be provided by an electric organ. Manager will be James L. Roach, presently connected with the Rosewood.

Jacksonville

When Fred Hull, Metro branch manager, was host at a screening of "Mogambo" at the Florida, present were more than 200 exhibitors, film buyers, and persons from other offices. For the first time the Florida's new CinemaScope screen and stereophonic sound system were put into operation. Metro's "Take The High Ground" was also screened at the Florida.

Gordon Bradley, Paramount's assistant southern sales manager, was here conferring with Ed Chumley, branch manager, and E. C. DeBerry, Buffalo, branch manager, in connection with the "Adolph Zukor Golden Jubilee Drive."

The illness of his grandfather took Louis Pauza, 20th-Fox booker, to Pennsylvania on a hurried trip. . . . Mrs. Evelyn Carter, 20th-Fox booker, returned from a visit with the West family, owner, Century, St. Marys, Ga.

Matt Schroeder, Florida State Theatres comptroller, and Mrs. Schroeder were the guests of honor at a dinner in

the George Washington Hotel. FST President Leon D. Netter, Sr. and Mrs. Netter were the hosts. Attending were other FST home office officials. Schroeder plans to leave soon for New York City, where he will rejoin Paramount. . . . Mary Lou Lee is the new secretary to Pete Hillman, FST booker. . . . Rosalie Sturge, FST office worker, and her husband left on a trip.

Western star "Lash" LaRue made several personal appearances at the Pinecrest Drive-In. . . . Bob Daugherty, Carl Floyd Theatres, Haines City, Fla., was visiting. . . . The Beach Drive-In closed until next spring. . . . The city's largest drive-in, the Normandy Twin Outdoor, now features church services every Sunday morning under the sponsorship of Danny Deaver, manager. . . . Howard Laird, Republic branch manager, Tampa, Fla., was here.

A series of special events was set up to herald the premiere showing of WB's short, "Black Fury," along with pre-release opening of "A Lion Is In The Streets," at the St. Johns. David Da Lie, Okefenokee Swamp Park naturalist who appears in the film, made a personal appearance along with three of the original swamp men from the picture. Da Lie also brought with him one of the largest collections of wildlife from the swamp, where the production was filmed in its entirety, for display in front of theatre and for personal appearances. Also appearing in person at the premiere were Ted and Vincent Saizis, who directed and photographed the Warner-Color picture in the Okefenokee swamp in Georgia. During their two-day stay, Da Lie and the Saizis brothers made appearances on television and radio. Other special events included an Okefenokee song writing contest, swamp display, a "primitive screening" on the night before premiere for one person, along with animals, in the theatre, a select group of children touring the swamp as guests of Da Lie, personal appearances of "Black Fury" animals at schools and clubs, a contest to name the animals on display in front of the St. Johns, and a complete swamp display out front, including "swamp orchestra" playing for activities.

A comprehensive ad campaign booklet was issued by Florida State Theatres to help managers sell "Lili." With an imitation cover format of Life magazine, the campaign was called "A Very Important Day In 'Life' As A Florida Theatres' Showman." The sales ideas and suggestions worked out were so all embracing that it was like having the campaign handed to them on a silver platter. After impressing upon the men that it was truly a great picture, the home office ad boys set up special advance screenings for most of the Florida State Theatres, sneak prevue cards were furnished, and the managers told what to do with them. Special advance trailers and manager's special endorsement trailers were furnished, special lobby displays were made up and shipped from the main office, extra lobby display ideas were supplied, sidewalk stencils were made ready and shipped, and advance underlines were made up and sent to theatres for use in

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FST Men Set Own Drive For Finske

JACKSONVILLE, FLA. — Quite possibly something new in exhibition was accomplished when managers and publicity men of Florida State Theatres planned their own annual showmanship and concession sales drive without the advice of or participation by home office executives. Eight managers, three publicity men, one booker, and one concession sales manager set the drive beginning on Oct. 25, and it was wholeheartedly accepted by company officials and more than 60 other managers.

Known as the "Managers Drive For '53 In Honor Of Lou Finske," company vice-president, it will include the awarding of hundreds of cash and merchandise prizes, with a Hudson Rocket as the grand prize.

FST President Leon D. Netter, Sr., accepted the drive idea at the request of managers who felt they could increase boxoffice takes, reduce operating costs, and raise sales of concession items in a drive planned by men at the theatre level.

The 13 men at the planning conference traded notes, and found out that they had a combined experience of more than 200 years in show business. Home office officials kept strictly to a "hands off" policy, and the planners came up with a campaign that spoke highly of their confidence in the future of motion picture exhibition, as well as of their ability and loyalty to the company.

Participating theatres were divided into four districts along geographical lines, and four of the planners were named to head the district drives. They appointed their bosses, the district company managers, to advisory jobs, and Howard Pettengill, publicity man, was elected drive chairman.

An elaborate prize structure was adopted, including the awarding of three capital prizes, four main district prizes, special achievement awards for exploitation work, prizes for managers' wives at the district and circuit levels, and good, solid cash bonuses for every manager who can exceed his weekly quota of business.

A kick-off drive in each district was to be preceded by dinners attended by managers and wives in Jacksonville, Miami, Daytona Beach, and St. Petersburg.

The planning conference ended on a note of optimism.

operated by Bob Kilgore, telecast the Marciano-La Starza fight. This drive-in for its first three years, was operated by David Flexer, under a management contract with Widdicombe. The owner assumed complete control in April. This telecast was shot by microwave from the top of the Sterick building to a receiving tower at the drive-in. John Sims, engineer in charge of the installation of the \$21,000 equipment, said a coaxial cable carried the telecast to the top of the Sterick, from which a thin beam was aimed at the Sunset. Sound went by regular telephone line. The picture was 30 feet high and 40 feet wide. There were 5000 bench seats and accommodations for 700 cars, with a minimum of

four persons to a car. Special buses took fight fans from Memphis to West Memphis, leaving the bus station every 15 minutes beginning at 7 p.m. and continuing until fight time. National Theatre Supply furnished the equipment. The closed circuit television network is a permanent installation.

Visitors were: Billy Ruffin, Jr., Covington, Tenn.; Mrs. H. A. Fitch, Erin, Tenn.; Gordon Hutchins, State, Corning, Ark.; John Hurd, Maxie, Trumann, Ark.; Mrs. Johnny Keller, Joiner, Joiner, Ark.; Mr. and Mrs. Glen Moser, Gay, Olive Branch, Miss.; R. R. Clemmons, Missouri, Parma, Mo.; Orris Collins, Majestic, Paragould, Ark.; Nathan Flexer, MiDeGa and Lake Drive-In, Waverly, Tenn.; Jack Bomar, booker, O. G. Wren Circuit, Little Rock, Ark.; Mr. and Mrs. S. D. McRee, Coffeerville, Coffeerville, Miss.; R. B. Dossett, Lakeside Drive-In and State Drive-In, Starkville and Columbus, Miss.; Robert Lax, Skyvue Drive-In, Paris, Tenn.; Mr. and Mrs. T. E. Smith, Dixie, Marmaduke, Ark.; R. L. Osborne, Crescent and Harlem, Belzoni, Miss.; Louise Mask, Luez, Bolivar, Tenn.; Tucker Bowen, booking for Jesse Howe for the Strand and Sunset Drive-In, Hot Springs, Ark.; Moses Sliman, Lux, Luxora, Ark.; William Elias, Murr, Osceola, Ark., and Don Landers, Radio, Harrisburg, Ark.

Allied Artists branch manager Bailey Prichard made a trip into Arkansas with salesman Kaiser.

The 30 preliminary winners in the Mid-South Fair Talent Contest were presented by M. A. Lightman president, Malco Theatres, on the stage of the Crosstown. These were selected from 52 who competed at the Crosstown earlier to match their talents with representatives from other areas during the fair. Lightman returned from New York, where he sat in on the auditions for the three winners of the "Main Street To Broadway" search for talent. Miss Mary Louise Reput sang "Summertime," and won a \$500 savings bond and television set in a national talent contest in New York. She was runner-up in a contest sponsored by NBC and WMC, The Commercial Appeal radio station.

Cecil Vogel, manager, Loew's Palace Memphis, announced that the house is now equipped for stereophonic sound.

Tennis can have "Little Mo," but what Film Row has is "Little Dot," "mighty mite" of the pins, Dot Barker, Exhibitor's Service Booking Agency. She rolled the best score for women in many months, 612.

Mrs. Emma Rater, owner, Camden Drive-In, Camden, Ark., reports a shut-down for a short period, due to damage to the screen tower by fire. . . . John West, Hollywood, arrived. . . . A Film Row visitor not seen frequently enough was in booking for his Des Arc and Heber Springs, Ark., houses, Walter Lee, Little Rock, Ark.

Mrs. M. A. Lightman, Sr., is the loser of a Dalmatian, a five-year-old dog marked like a Canasta deck in spades. The dog left home. . . . Showing of "The



The above book stand display was recently arranged by Silas Dunn, Jr., Rowley United Theatres, for Paramount's "Shane," Center, Little Rock, Ark.

Moon Is Blue" in Jackson, Miss., was cut short after nine nights by mutual agreement between Mayor Allen Thompson and manager George Politz.

Although "The Moon Is Blue," banned here is tentatively set in the Crittenden, West Memphis, Ark., M. A. Lightman, Sr., says he leased the Joy, West Memphis, from the Jaynes family, and may reopen with this picture if plans for alterations and redecorating can be accomplished shortly. The Joy has been closed. Lightman plans to install a wide-screen, and stereophonic sound, and provide a large parking area in the rear. Present plans, with the opening of the Joy, are to close the Crittenden to a part-time operation, probably on weekends.

Ben Bass, owner, Rosewood, announced plans for a \$200,000 skating rink at Lauderdale and Rosewood, which will complete a million-dollar shopping and recreational center. There were so many requests from the young people attending the Rosewood that he was prompted to build such a rink. It will be fully air-conditioned and music will be provided by an electric organ. Manager will be James L. Roach, presently connected with the Rosewood.

Jacksonville

When Fred Hull, Metro branch manager, was host at a screening of "Mogambo" at the Florida, present were more than 200 exhibitors, film buyers, and persons from other offices. For the first time the Florida's new CinemaScope screen and stereophonic sound system were put into operation. Metro's "Take The High Ground" was also screened at the Florida.

Gordon Bradley, Paramount's assistant southern sales manager, was here conferring with Ed Chumley, branch manager, and E. C. DeBerry, Buffalo, branch manager, in connection with the "Adolph Zukor Golden Jubilee Drive."

The illness of his grandfather took Louis Pauza, 20th-Fox booker, to Pennsylvania on a hurried trip. . . . Mrs. Evelyn Carter, 20th-Fox booker, returned from a visit with the West family, owner, Century, St. Marys, Ga.

Matt Schroeder, Florida State Theatres comptroller, and Mrs. Schroeder were the guests of honor at a dinner in

the George Washington Hotel. FST President Leon D. Netter, Sr. and Mrs. Netter were the hosts. Attending were other FST home office officials. Schroeder plans to leave soon for New York City, where he will rejoin Paramount. . . . Mary Lou Lee is the new secretary to Pete Hillman, FST booker. . . . Rosalie Sturge, FST office worker, and her husband left on a trip.

Western star "Lash" LaRue made several personal appearances at the Pinecrest Drive-In. . . . Bob Daugherty, Carl Floyd Theatres, Haines City, Fla., was visiting. . . . The Beach Drive-In closed until next spring. . . . The city's largest drive-in, the Normandy Twin Outdoor, now features church services every Sunday morning under the sponsorship of Danny Deaver, manager. . . . Howard Laird, Republic branch manager, Tampa, Fla., was here.

A series of special events was set up to herald the premiere showing of WB's short, "Black Fury," along with pre-release opening of "A Lion Is In The Streets," at the St. Johns. David Da Lie, Okefenokee Swamp Park naturalist who appears in the film, made a personal appearance along with three of the original swamp men from the picture. Da Lie also brought with him one of the largest collections of wildlife from the swamp, where the production was filmed in its entirety, for display in front of theatre and for personal appearances. Also appearing in person at the premiere were Ted and Vincent Saizis, who directed and photographed the Warner-Color picture in the Okefenokee swamp in Georgia. During their two-day stay, Da Lie and the Saizis brothers made appearances on television and radio. Other special events included an Okefenokee song writing contest, swamp display, a "primitive screening" on the night before premiere for one person, along with animals, in the theatre, a select group of children touring the swamp as guests of Da Lie, personal appearances of "Black Fury" animals at schools and clubs, a contest to name the animals on display in front of the St. Johns, and a complete swamp display out front, including "swamp orchestra" playing for activities.

A comprehensive ad campaign booklet was issued by Florida State Theatres to help managers sell "Lili." With an imitation cover format of Life magazine, the campaign was called "A Very Important Day In 'Life' As A Florida Theatres' Showman." The sales ideas and suggestions worked out were so all embracing that it was like having the campaign handed to them on a silver platter. After impressing upon the men that it was truly a great picture, the home office ad boys set up special advance screenings for most of the Florida State Theatres, sneak prevue cards were furnished, and the managers told what to do with them. Special advance trailers and manager's special endorsement trailers were furnished, special lobby displays were made up and shipped from the main office, extra lobby display ideas were supplied, sidewalk stencils were made ready and shipped, and advance underlines were made up and sent to theatres for use in

local ads. A new twist was the suggestion that the theatres give one line of marquee space to the picture several weeks in advance. For the current run, it was suggested that cut-out letters "Lili" be used, and clamped on with wire along with a large caricature head of Lili, if possible.

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Colonel Bob Kelly's son, Robert, Jr., enrolled at LSU, where he will concentrate on construction engineering. . . .

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W. E. Limmroth, general manager, Giddens and Rester Theatres, shuttered the Chickasaw, Chickasaw, Ala. . . . Max Connett, Newton, Miss., informed the trade that he has taken over ownership-operation of the H and H Drive-In, Newton, Miss., from T. L. and D. L. Harris.

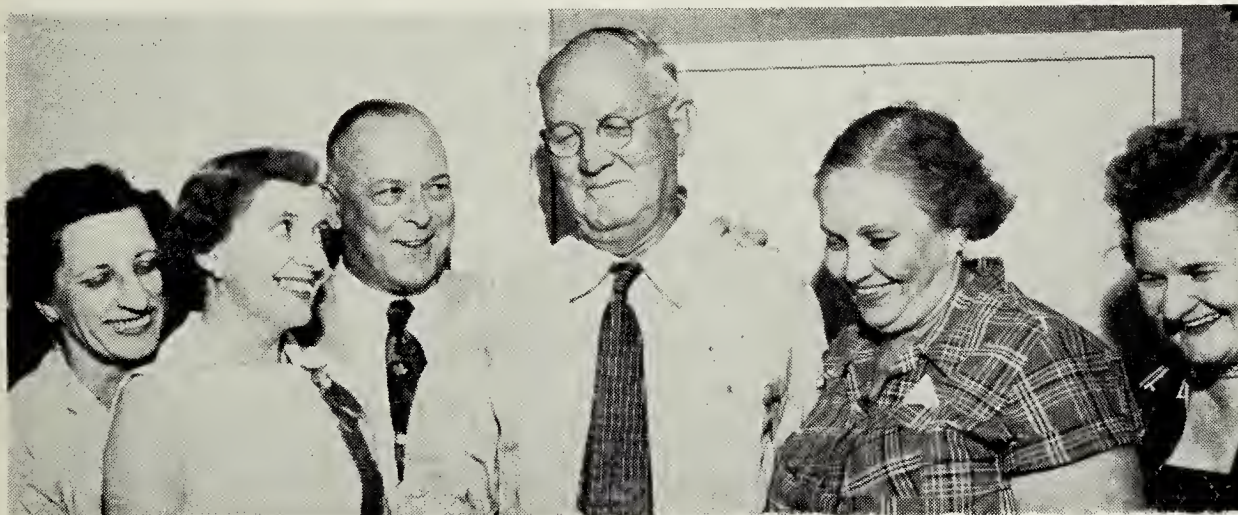
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Vandals damaged the Gay, Harvey, La., to such an extent that owner Clarence Thomasie had to shut down operations for five days for repairs. Damage amounted to approximately \$1500. Police blame the vandalism on several juveniles.

Frank Sanders, Paramount-Gulf Theatres, Inc., with 50 years in the business, was honored with a party hosted by fellow employees. He started out with the old Penny Arcade, Canal Street, operated by Fichtenberg Enterprises. He thanked fellow-workers for a watch presented to him on their behalf by Mrs. Clara Cote. Then he paused to admire the gold and white anniversary cake, also a gift from fellow workers, and listen to remarks of Gaston J. Dureau, Jr., president-general manager, who presented him with a cash gift.

Local boys seen about were Rene Brunet, Imperial; Paul Brunet, Dixie, and Ernest Landaiche, Biloxi, Miss. . . . John Schaeffer, Sr., Schaeffer Film Service, is bedded in Eye, Ear, Nose and Throat Hospital for eye surgery. His many friends wish him a speedy recovery. . . . Jack Pope, Joy Theatres, Inc., field representative, Rayville, La., was here for the trade screening of "Sins Of Jezebel." . . . The Cavin, downtown all-Negro theatre, was completely equipped by National Theatre Supply. . . . Managers out in the territory were Lucas Conner, Warners; "Billy" Briant, 20th-Fox, and C. J. "Jimmy" Briant, MGM. The latter was making the rounds of the company's "See For Yourself" screenings. . . . C. M. Jones, manager, St. Bernard Drive-In, was the first exhibitor to appear on Film Row early on Monday morning. . . . Hodges Theatre Supply is equipping the Garden for 3-D and wide-screen.

Among executives of circuits, managers, and independent theatre owners and buyers and bookers attending MGM's



Frank Sanders, center, custodian at Paramount-Gulf Theatres, Inc., New Orleans, is seen surrounded by the company's president-general manager, Gaston J. Dureau, Jr., and fellow employees, left to right, Mrs. Ruth Bohne, secretary to buyer-booker J. T. Howell; Mary Clair Francis, short subjects booker; Mrs. Clara Cote, PBX operator, and Ruby Davis, accounting department, cutting the gold and white anniversary cake with which the company's entire personnel recently presented him along with a gold watch and cash gift from Dureau, in honor of his 50th anniversary in show business.

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete
THEATRE CASH CONTROL SYSTEM

Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

Price per pad: 25c each

Or 10 pads for \$2.30

*All sales prepaid. Please send check, money order or stamps with order.
Sold under money back guarantee.*

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.

"See For Yourself" screenings of "Mogambo," and "Take The High Ground" at Loew's State were: Mrs. Cross, Hut, Marrero, La.; Louis E. Rosenbaum, Crown; Charles Levy, Ritz, Hammond, La.; Mr. and Mrs. Earl Perry, Pittman Theatres; Mr. and Mrs. Jimmy Triugas, Fort Walton, Fla.; Phil Corte, Garden; Mr. and Mrs. George Conrad, Dixie, Thibodaux, La.; Vincent Smolcich, Roxy, Biloxi, Miss.; Mrs. T. J. O'Hare, Essanee and Colonial, New Iberia, La.; Mr. and Mrs. Ed Ortte, Clermont Harbor, Miss.; Mrs. Oberlin, Ritz, Natchez, Miss.; W. H. Cobb, Joy and Joy Drive-In, Minden, La., and Brad Drive-In, Plaquemine, La.; Phil Pecunia, Beverly, Gretna, La.; J. P. Serio, Century, Morganza, La.; Phil Foto, Phil Salles, Covington, La.; Mrs. Dave Richarme, Happy Hour; J. G. Broggi, buyer-booker; Ed Ludderan, Escorial; Mr. and Mrs. William Sedy, Patio; Mrs. Waddy Jones; J. T. Howell, Paramount-Gulf buyer-booker; Eldon F. Briwa, Bri-Mont Buying and Booking Service; John F. Richards, Slidell Theatres Corporation; Samuel Wright, booker, M. A. Connett's Booking Service; Ernest Drake, Ideal, Ponchatoula, La.; Anna Molzon, Royal, Labadieville, La.; Alice Catalanotto, buyer-booker, Fox; Mrs. E. Tighe, Liberty; Arthur Barnett, United Theatres buyer-booker; Warren J. Salles, Jr., Covington, La.; Donald J. Ganuchu, booker, Pitman Theatres; Karl Williams, manager, Tiger, and the missus; Dr. and Mrs. Sidney Charbonet, Jr., guest of the Salles, Covington, La.; Mrs. W. K. Gauthere; Mrs. A. J. Salzer, Loew's State; Mrs. Roy Barras and Mrs. E. Wever, Transway, Inc.; Mrs. B. Cohen, The West Bank Herald, Algiers, La.; Mrs. M. Loverde, Gentilly; S. C. Lubin, Kenner, La.; James Archer, MGM, Milwaukee; Mrs. D. S. Boudreaux, Nola; Mrs. Connie Nils and Mrs. H. Salzer, Minden, La.; Mr. and Mrs. W. P. Scott, guests of C. J. Briant; Mrs. William Cobb; John Winberry, Columbia; Samuel A. King, Folly, Algiers, La.; Gaston J. Dureau, Jr., president-general manager, Paramount-Gulf, Inc.; Stella Stanley, Nola; H. G. Plitt, and Carl F. Dixon, Paramount-Gulf Theatres, Inc.; Mrs. Arthur Schwartz; L. J. Messer, Tudor; Ed McKenna, assistant manager, Joy; Jules Sevin and E. T. Calongne, Bell; J. J. Pellery, Escorial; Bernard Fonseca, Ashton; Mrs. Lillian Lutzer, Barksdale Drive-In, Bossier City, La.; I. M. Gauthier, White Castle, La.; Mrs. Catherine Guillot, Tivoli; Mrs. Roy Calamia, Gentilly; W. A. Porter, drive-in, Vicksburg, Miss.; Ralph Reid, buyer-booker; M. Traeye, Nola; Mrs. Roland Hoffman; Emma Heidelle; Mrs. Anna Mansuy, Folly; Betty Roberts, Center; Samuel Mattestin, Grand, Metarie, La.; J. F. Dicharry, Carver; Rosie Amatie, Clabon; Agnes Dela, Poplar, and J. E. Servat, Hi-Way Drive-In, Bay St. Louis, Miss.

The Chimes, Baton Rouge, La., closed. . . Fred Meyers and Cliff Wallace, accompanied by Fred Lawrence, meandered to the Row for a round of visits. . . Mrs. Stuart and son, Warrington Drive-In, Warrington, Fla., were callers at their buying and booking headquarters, J. G. Broggi. . . Mississippi exhibitors seen around were: "Preacher" Crossley and Robert DeGruy, Laurel; Vincent Smolich,

Roxy, Biloxi; Mr. and Mrs. Robinson, Ren Drive-In, McComb; C. C. Meyers and Henry Fayard, Meyer's, Biloxi, and Ed Ortte, Clermont Harbor.

Tom Neely, Harold "Babe" Cohen, and Bob Saloy stood guard until 3 a.m. on the morning of the explosion in the Film Building. Neely, manager, National Theatre Supply, whose store room is on ground floor of the building, said, "considerable items were damaged by water." Cohen and Saloy, Lippert, were busy transferring their records to other quarters. Their offices received the hardest blow.

Billy Fox Johnson scheduled the opening of his rebuilt Fox, Marksville, La., between Oct. 7 and 15. . . Mrs. Lillian Lutzer, Barksdale Drive-In, Bossier City, La., confabbed with Waddy Jones, Booking Service Company.

Anna "Miss Labadieville of 1953" Molzon was busy booking for her theatre plus her dad's Royal, Norco, La. He was on a pleasure tour of the east coast. . . Lefty Cheramie, Golden Meadows, La., and Dick Guidry, Galliano, La., made the rounds in the interest of their Jet Drive-In, Cut Off, La. . . Joyce Portier is the newcomer in the Dixie office.

John Parker, Gordon, Westwego, La., was about, as were William Shiell, Marrero Drive-In; E. Jenner, Laurel, Miss.; Paul Shoffer, Crescent Drive-In; Louis Gallo, Gallo; Joseph Cutrera, Arabi; Mrs. Bertha Foster, Violet, Port Sulphur, La.; Mr. and Mrs. Clarence Thomasie, Gay, Harvey, La.; Lew Langlois, Alamo, New Roads, La.; Irving Zeller, Gonzales Drive-In, and Alex Rosenthal, Alexandria, La.

Arkansas Little Rock

The Ritz, El Dorado, Ark., was damaged slightly by fire. Firemen put out the blaze, which was in the balcony flooring at the base of the projection booth. The theatre is owned by O. G. Wren, Little Rock, and managed by O. C. Phillips.

Florida Miami

A local magician, "Popeye" Thomas, was featured at a kiddie show at the Gateway, Fort Lauderdale, Fla., as part of the "Back to School Party." . . . Multiple lacerations and general shaking-up was suffered by Jack Kernell, Wometco relief manager, when his car was hit. . . Gene Race replaced Jerry Evans, Town, and Herb Rubinstein was acting manager, Tower, while Bill Goller was on sick leave. . . William Ozinga has been appointed manager, Skydrome Drive-In, Lake Worth, Fla., replacing Eli Arkin, resigned. . . Frank Myers, Wometco purchasing agent, was vacationing. . . Walton Oakerson, Essex, was vacationing. . . Madelyn Klindt replaced Mrs. Jane Payne as secretary to A. W. Corbett, Claughton Circuit general manager.

Two-for-one kiddie shows were held at the Normandy, Miami Beach, Fla., and the Trail and the Circle, Miami Springs, Fla., all Claughton houses.

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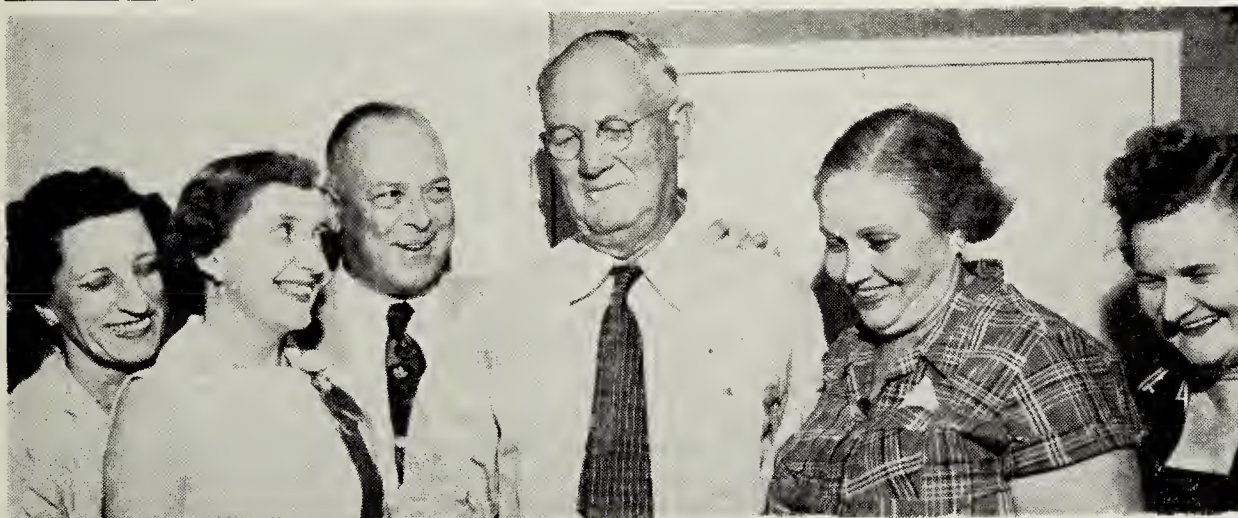
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Vandals damaged the Gay, Harvey, La., to such an extent that owner Clarence Thomasie had to shut down operations for five days for repairs. Damage amounted to approximately \$1500. Police blame the vandalism on several juveniles.

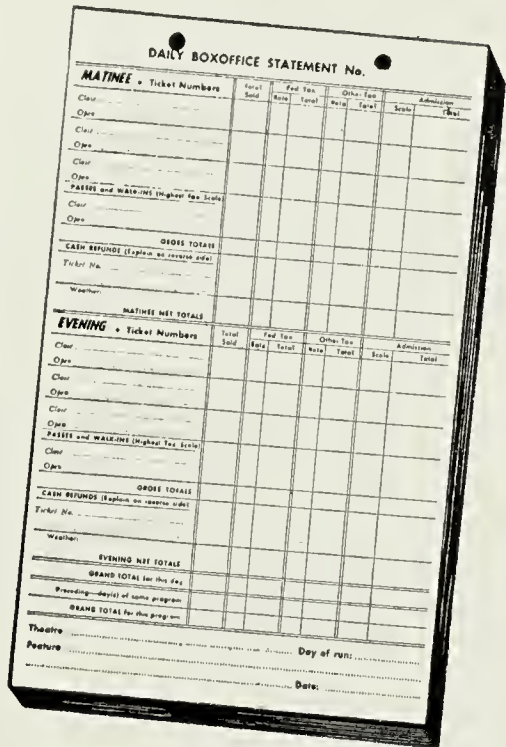
Frank Sanders, Paramount-Gulf Theatres, Inc., with 50 years in the business, was honored with a party hosted by fellow employees. He started out with the old Penny Arcade, Canal Street, operated by Fichtenberg Enterprises. He thanked fellow-workers for a watch presented to him on their behalf by Mrs. Clara Cote. Then he paused to admire the gold and white anniversary cake, also a gift from fellow workers, and listen to remarks of Gaston J. Dureau, Jr., president-general manager, who presented him with a cash gift.

Local boys seen about were Rene Brunet, Imperial; Paul Brunet, Dixie, and Ernest Landaiche, Biloxi, Miss. . . . John Schaeffer, Sr., Schaeffer Film Service, is bedded in Eye, Ear, Nose and Throat Hospital for eye surgery. His many friends wish him a speedy recovery. . . . Jack Pope, Joy Theatres, Inc., field representative, Rayville, La., was here for the trade screening of "Sins Of Jezebel." . . . The Cavin, downtown all-Negro theatre, was completely equipped by National Theatre Supply. . . . Managers out in the territory were Lucas Conner, Warners; "Billy" Briant, 20th-Fox, and C. J. "Jimmy" Briant, MGM. The latter was making the rounds of the company's "See For Yourself" screenings. . . . C. M. Jones, manager, St. Bernard Drive-In, was the first exhibitor to appear on Film Row early on Monday morning. . . . Hodges Theatre Supply is equipping the Garden for 3-D and wide-screen.

Among executives of circuits, managers, and independent theatre owners and buyers and bookers attending MGM's

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"See For Yourself" screenings of "Mogambo," and "Take The High Ground" at Loew's State were: Mrs. Cross, Hut, Marrero, La.; Louis E. Rosenbaum, Crown; Charles Levy, Ritz, Hammond, La.; Mr. and Mrs. Earl Perry, Pittman Theatres; Mr. and Mrs. Jimmy Tringas, Fort Walton, Fla.; Phil Corte, Garden; Mr. and Mrs. George Conrad, Dixie, Thibodaux, La.; Vincent Smolich, Roxy, Biloxi, Miss.; Mrs. T. J. O'Hare, Essanee and Colonial, New Iberia, La.; Mr. and Mrs. Ed Ortte, Clermont Harbor, Miss.; Mrs. Oberlin, Ritz, Natchez, Miss.; W. H. Cobb, Joy and Joy Drive-In, Minden, La., and Brad Drive-In, Plaquemine, La.; Phil Pecunia, Beverly, Gretna, La.; J. P. Serio, Century, Morganza, La.; Phil Foto, Phil Salles, Covington, La.; Mrs. Dave Richarme, Happy Hour; J. G. Broggi, buyer-booker; Ed Ludderhman, Escorial; Mr. and Mrs. William Sendy, Patio; Mrs. Waddy Jones; J. T. Howell, Paramount-Gulf buyer-booker; Eldon F. Briwa, Bri-Mont Buying and Booking Service; John F. Richards, Slidell Theatres Corporation; Samuel Wright, booker, M. A. Connett's Booking Service; Ernest Drake, Ideal, Ponchatoula, La.; Anna Molzon, Royal, Labadieville, La.; Alice Catalanotto, buyer-booker, Fox; Mrs. E. Tighe, Liberty; Arthur Barnett, United Theatres buyer-booker; Warren J. Salles, Jr., Covington, La.; Donald J. Ganuchu, booker, Pitman Theatres; Karl Williams, manager, Tiger, and the missus; Dr. and Mrs. Sidney Charbonet, Jr., guest of the Salles, Covington, La.; Mrs. W. K. Gauthere; Mrs. A. J. Salzer, Loew's State; Mrs. Roy Barras and Mrs. E. Wever, Transway, Inc.; Mrs. B. Cohen, The West Bank Herald, Algiers, La.; Mrs. M. Loverde, Gentilly; S. C. Lubin, Kenner, La.; James Archer, MGM, Milwaukee; Mrs. D. S. Boudreaux, Nola; Mrs. Connie Nils and Mrs. H. Salzer, Minden, La.; Mr. and Mrs. W. P. Scott, guests of C. J. Briant; Mrs. William Cobb; John Winnberry, Columbia; Samuel A. King, Folly, Algiers, La.; Gaston J. Dureau, Jr., president-general manager, Paramount-Gulf, Inc.; Stella Stanley, Nola; H. G. Plitt, and Carl F. Dixon, Paramount-Gulf Theatres, Inc.; Mrs. Arthur Schwartz; L. J. Messer, Tudor; Ed McKenna, assistant manager, Joy; Jules Sevin and E. T. Calongne, Bell; J. J. Pellery, Escorial; Bernard Fonseca, Ashton; Mrs. Lillian Lutzer, Barksdale Drive-In, Bossier City, La.; I. M. Gauthier, White Castle, La.; Mrs. Catherine Guillot, Tivoli; Mrs. Roy Calamia, Gentilly; W. A. Porter, drive-in, Vicksburg, Miss.; Ralph Reid, buyer-booker; M. Traeye, Nola; Mrs. Roland Hoffman; Emma Heidelle; Mrs. Anna Mansuy, Folly; Betty Roberts, Center; Samuel Mattestin, Grand, Metairie, La.; J. F. Dicharry, Carver; Rosie Amatic, Clabon; Agnes Dela, Poplar, and J. E. Servat, Hi-Way Drive-In, Bay St. Louis, Miss.

The Chimes, Baton Rouge, La., closed. . . . Fred Meyers and Cliff Wallace, accompanied by Fred Lawrence, meandered to the Row for a round of visits. . . . Mrs. Stuart and son, Warrington Drive-In, Warrington, Fla., were callers at their buying and booking headquarters, J. G. Broggi. . . . Mississippi exhibitors seen around were: "Preacher" Crossley and Robert DeGruy, Laurel; Vincent Smolich,

Roxy, Biloxi; Mr. and Mrs. Robinson, Ren Drive-In, McComb; C. C. Meyers and Henry Fayard, Meyer's, Biloxi, and Ed Ortte, Clermont Harbor.

Tom Neely, Harold "Babe" Cohen, and Bob Saloy stood guard until 3 a.m. on the morning of the explosion in the Film Building. Neely, manager, National Theatre Supply, whose store room is on ground floor of the building, said, "considerable items were damaged by water." Cohen and Saloy, Lippert, were busy transferring their records to other quarters. Their offices received the hardest blow.

Billy Fox Johnson scheduled the opening of his rebuilt Fox, Marksville, La., between Oct. 7 and 15. . . . Mrs. Lillian Lutzer, Barksdale Drive-In, Bossier City, La., confabbed with Waddy Jones, Booking Service Company.

Anna "Miss Labadieville of 1953" Molzon was busy booking for her theatre plus her dad's Royal, Norco, La. He was on a pleasure tour of the east coast. . . . Lefty Cheramie, Golden Meadows, La., and Dick Guidry, Galliano, La., made the rounds in the interest of their Jet Drive-In, Cut Off, La. . . . Joyce Portier is the newcomer in the Dixie office.

John Parker, Gordon, Westwego, La., was about, as were William Shiell, Marrero Drive-In; E. Jenner, Laurel, Miss.; Paul Shoffer, Crescent Drive-In; Louis Gallo, Gallo; Joseph Cutrera, Arabi; Mrs. Bertha Foster, Violet, Port Sulphur, La.; Mr. and Mrs. Clarence Thomasie, Gay, Harvey, La.; Lew Langlois, Alamo, New Roads, La.; Irving Zeller, Gonzales Drive-In, and Alex Rosenthal, Alexandria, La.

- Arkansas Little Rock

The Ritz, El Dorado, Ark., was damaged slightly by fire. Firemen put out the blaze, which was in the balcony flooring at the base of the projection booth. The theatre is owned by O. G. Wren, Little Rock, and managed by O. C. Phillips.

Florida Miami

A local magician, "Popeye" Thomas, was featured at a kiddie show at the Gateway, Fort Lauderdale, Fla., as part of the "Back to School Party." . . . Multiple lacerations and general shaking-up was suffered by Jack Kernell, Wometco relief manager, when his car was hit. . . . Gene Race replaced Jerry Evans, Town, and Herb Rubinstein was acting manager, Tower, while Bill Goller was on sick leave. . . . William Ozinga has been appointed manager, Skydrome Drive-In, Lake Worth, Fla., replacing Eli Arkin, resigned. . . . Frank Myers, Wometco purchasing agent, was vacationing. . . . Walton Oakerson, Essex, was vacationing. . . . Madelyn Klindt replaced Mrs. Jane Payne as secretary to A. W. Corbett, Claughton Circuit general manager.

Two-for-one kiddie shows were held at the Normandy, Miami Beach, Fla., and the Trail and the Circle, Miami Springs, Fla., all Claughton houses.

NEWS OF THE

Territory

Chicago

Oscar Brotman leased the Avalon for commercial purposes. . . . Warren Slee, special Metro representative for 17 years, who resigned to take his family to Honolulu, opened his own public relations office there.

Frank Thielen, 78, retired pioneer theatre owner, passed on. . . . William A. Foust, 82, film censor in the Chicago Crime Prevention Bureau for more than 30 years before his retirement, passed on.

A few finishing details were being given the 850-car Lincoln Dale Open-Air, Fort Wayne, Ind.

Jack Schaffer, State-Lake assistant manager, took his wife to New York on vacation.

Real estate circles assert the closing of theatres in many neighborhoods has resulted in a serious decline in property values. Charles Ringer, head of a leading realty firm, reported that theatres in Chicago dropped from 283 in 1951 to 209 in 1952.

John Rycraw is new at the Astor. . . . Sam Levin was named Southtown co-manager. . . . Master Sergeant Robert Salkin, here on a months' furlough, from Austin, Tex., visited with his father, Richard Salkin, Jackson Park owner, and his mother at their summer home, Gobles, Mich.

Eddie Marwick was appointed Century manager. . . . St. Peter's Church was dedicated on the site of the La Salle, razed two years ago.

The suburban Lombard installed screen and sound improvements. . . . Ben Katz invited Barkley Gates, British consul general, to be guest of honor at a reception opening of "The Cruel Sea," United Artists. . . . Marlin T. Atkins reopened his Idaho, Sumner, Ill.

Professor Henri Chretien, whose anamorphic lens is the brains of the CinemaScope process, met leaders in the industry at a luncheon. He participated in preparations for the opening of "The Robe" at the State Lake. . . . Eddie Reis was made assistant to Leo Brown, Uptown manager.

Emil Montemurro, Movietone News, is better after an operation. Webber Hall, Memphis, filled in during his absence.

Professor Henri Chretien, who came to assist in final arrangements for "The Robe" premiere at the State-Lake, was greeted by the press at a luncheon presided over by Tom Gilliam, 20th-Fox district manager and B and K representatives.

Diane Schiller is new at Allied Artists. . . . Alger Circuit took over operation of the Apollo, Princeton, Ill. . . . A. B. Balch rejoined Wagner Sign Service. . . . Nick Humm, RKO booker, with the office for 27 years, passed on from a heart attack.

The Ritz, North Vernon, Ind., owned by C. C. Klinger and leased to Albert Thompson, suffered a \$35,000 fire.

Ted and Wallace Tokarz reopened the Hegewisch. They were operators of the Holiday, Round Lake Park, which was destroyed by a windstorm. . . . Richard Sklucki was named Birmingham manager, Birmingham, Mich.

William Lemke contemplates rebuilding the Holiday, suburban Round Lake Park, as soon as insurance adjustments are made. The theatre was destroyed several months ago in a windstorm.

John P. Fields was named Stratford manager. . . . Stanley Kohlberg resigned from the Schoenstadt Circuit to devote his full time to the Starlite Drive-In.

In Bloomington, Ill., the Majestic was sold by Great States Theatres to G. C. Helm, president, First National Bank of Bloomington. The house had been closed.

"The Robe," 20th-Fox's first CinemaScope feature, bowed to an enthusiastic audience in the State Lake, marking the second in a scheduled 44 bookings taking place this month and October. Company representatives included Spyros P. Skouras, Al Lichtman, Charles Einfeld, Tom Gilliam, Chicago branch manager, who co-hosted the opening with John Balaban, and his executive personnel. Leading the guest list were Mayor Martin Kennally, Colonel Robert McCormick, Marshall Field, the Armours, the Cudahys, and more than 200 exhibitors from the Chicago metropolitan area.

Sima Lesner, 62, mother of Sam Lesner, local critic, passed on. . . . James Griffis, Boswell, Ind., was just getting acquainted with his new auto when it and his garage were destroyed by fire.

A rowdy gang of youths created such a disturbance at the Granada that the last showing was cancelled, and about \$150 returned to patrons. . . . Jake Sullivan was named Radio City manager, Ferndale, Mich. . . . Brian Allin, J. J. Allin Film Delivery, visited his son, Richard, at Cornell University, where the young man is in his third year.

When business became dull, the head of a La Salle Street stock brokerage house had his salesmen distribute pre-paid mailing cards to patrons as they were leaving the Palace, offering "Cine-rama, Inc., bought, sold, and quoted." Of 200 of the postcards distributed, 120 were returned, plus letters of inquiry. Said the stock broker, "Business is available everywhere if one will take a pick and shovel and dig for it."

Dave Arlen, B and K publicity department, writes novels and biographies in his spare time, and is now working on

his 13th. . . . Sam Levin, former B and K manager, returned to the Southtown to assist manager Bill Studdert after six months in Florida. . . . Robert Jordan was named Mel assistant manager, Melvindale, Mich.

William Ricketts reopened the Elnora, Elnora, Ill.

Dallas

Ben Cammack, district manager, RKO, Dallas, Oklahoma City, and Memphis, is to be paid a special tribute throughout his district during November. This period has been designated as "Ben Cammack Month" and the objective is a maximum number of bookings on both RKO features and short subjects. Sol Sachs, branch manager, has been appointed the drive leader, and he will be assisted by Ralph Williams, branch manager, Oklahoma City, and Reg Reagin, branch manager, Memphis.

In Athens, Tex., a 48-year garage worker from a shop adjacent to the 900-seat Dixie, made two trips into the burning theatre, and rescued four crying children. The theatre had a Saturday afternoon crowd of approximately 500 children when it burned to the ground. A few children were hurt.

One of the members of the Dallas chapter, Women Of The Motion Picture Industry, while expressing interest in the women of the industry, wanted it known that it would never replace her interest in the men of the motion picture industry.

Frankie Weatherford, formerly with Adleman Theatres, is doing nicely after an operation. . . . Jack Zern, Altec, is still in Baylor Hospital, and his condition is improving after surgery. . . . Louis Weber, branch manager, Metro, was in the hospital for observation.

Denver

Anne Francis, who co-stars in "A Lion Is In The Streets," arrives here for a three-day series of personal appearances heralding the picture's opening at the RKO Orpheum.

The Tesuque Drive-In Theatres, Inc., Albuquerque, N. M., incorporated, and the two principal officers of the corporation have transferred land occupied by the theatre to the corporation. E. E. Unger, is president, Mrs. Unger is vice-president, and W. T. Marshall, manager, is secretary-treasurer.

A special tea and crumpet reception was accorded Warners' "The Beggar's Opera," at the Vogue.

Bernie Hynes, manager, Denver, for 21 years, resigned to go to Hollywood to become associated with Leonard Goldstein, a producer for 20th-Fox.

Morris Rosenblatt, Black Hills Amusement Company booker, resigned to go to Des Moines to be a salesman for Allied Artists. The Black Hills job went to Toni Medley, head booker, National Screen Service, while Mildred Fling was promoted to the head booking post at NSS.

Robbers got about \$1,000 out of the safe at the Valley Drive-In by doing what local authorities described as "peeling" the strong box. . . . Virginia Harsch resigned as cashier at Columbia to give full time to her housekeeping. The job went to Doris Week.

Theatre folks seen included: Dr. F. E. Rider, Wauneta, Neb.; Elden Menagh, Fort Lupton, Colo.; Cliff Butler, Victor Bachechi, and George Tucker, Albuquerque, N. M.; Mike Joseph, San Luis, Colo.; Joe Maul, Calhan, Colo.; Sam Rosenthal, Buffalo, Wyo., and Frank Aydelotte, Fort Collins, Colo.

Des Moines

The Family, operated by Harry Hiersteiner closed, the third and last second-run house in the loop area in Des Moines. Two other second-runs in the loop closed earlier. Hiersteiner operated the Family for 37 years, and during recent months had been showing burlesque films. Earlier, the Strand, operated by Tri-States, closed following the shuttering of the Rocket, another former Tri-States house. The only theatres in the downtown area in Des Moines still operating are the Des Moines and Paramount, operated by Tri-States, and the RKO-Orpheum, all first-runs.

The Iowa and Nebraska Allied Association proposed to its members that they try pooling cars and expenses for the National Allied meeting in Boston. Secretary Charlie Jones, Alma, Ia., agreed to arrange for pooling cars for the members. . . . The Grand, Grand Junction, Ia., was closed for an indefinite period by S. D. Solke, owner, who reported he would reopen when business is better. . . . The Schaller, Schaller, Ia., dark for the past two months, has been reopened as a result of assistance rendered by the Chamber of Commerce. The Chamber said it was sponsoring the Schaller reopening as a service to the community.

Kansas City

The Claco, 13th drive-in in the area, was opened 14 miles southeast of here, built by the Clay County Theatre Corporation, C. A. Schultz, president, and John Byram, vice-president. Schultz also heads Consolidated Agencies, which is operating the open-airer.

The West, Manhattan, Kans., was purchased by Midcentral Theatres, Inc., which has the Parsons and Kansan, Parsons, Pa.

The Kansas-Missouri Theatres Association postponed its 35th annual meeting to Dec. 1-2, instead of Oct. 6-7.

Los Angeles

The association of Leon Blender and Jack Sherriff with Realart Pictures of California, Inc., and Kranz-Levin Pictures, was announced by Irving H. Levin, head of both of these companies. Blender and Sherriff have been employed as office manager-sales manager, respectively, of these two companies for the past few years, and have now become partners in

these corporations. Realart handles independent product and Kranz-Levin Pictures has the Lippert franchise for the territory. In addition, it also is the franchise holder for the new Filmmakers Releasing Organization. Charles Kranz, who has owned these companies along with Levin for the past few years, is the other stockholder in these organizations.

Sidney Campbell, for many years, manager, California Bank, Film Row, passed away. . . . Warner booker Carl Burrows, and wife, returned from a vacation. . . . The Plaza, Hawthorne, Cal., recently shuttered by Ned Calvi, has been acquired by Mark Hansen, who plans to reopen the house. . . . Milton Lefton darkened his Vista. . . . Fred Greenberg, Warner branch manager, is recovering from a major operation. . . . Herbert Rosener, who operates the Vagabond, has taken over the operation of the Beverly Canon, Beverly Hills, Cal., formerly controlled by the ABC Theatre Corporation.

Margaret Ortega, branch manager's secretary at Metro, was married to Sylvester Denton at St. Vibiana Cathedral. . . . The third annual picnic of the Film Row Club at Centinella Park, Inglewood, Cal., was attended by over 250 members and families. . . . Tom Muchmore, who operates the Canoga, Canoga Park, Cal., returned from a business trip to England. . . . Murray Gerson, formerly salesman for U-I and now representing that company in San Francisco, was in. . . . Helen Visky, Warner stenographer, vacationed in San Francisco.

Howard Herty, at the MGM studio publicity department for the past two years, returned to the exchange as field press representative.

Professor Henri Chretien, inventor of the CinemaScope's anamorphic lens, arrived with his family to participate in activities launching 20th-Fox's "The Robe," at the Chinese.

Sid Kramer, RKO short subjects sales manager, was in.

Culminating eight weeks of the most intensive exploitation ever given a Hollywood premiere, a three-day civic celebration pointed toward the gala opening of 20th-Fox's "The Robe" in CinemaScope at Grauman's Chinese.

Fred Rapport, veteran exhibitor turned actor, is at Warners in a role for "The Phantom Ape." Rapport, who once managed the Village, Westwood, Cal., was later district manager for United Artists.

Milwaukee

Since William J. Schmitt reopened the Park, he has been handling the projection himself, and Local 164, IATSE, has been picketing the house. Schmitt said he was operating the theatre "on a shoestring," and could not afford to pay union rates for a projectionist of \$92.74 a week for a 43½ hour week plus \$3.71 a week to be paid into the union's pension fund.

All of the Fox-Wisconsin theatres have opened for the fall. The State, Riviera, and Jackson were closed for the summer.

The Princess is having its canopy remodeled. . . . "The Moon Is Blue" was a holdover at the Victory Drive-In, near Milwaukee. This was banned in Milwaukee by city censors.

Harry Boesel, manager, Palace, has been appointed district manager, Palace and Strand. The new assistant at the Palace is Robert Rabe.

Sheldon Grengs, who operates the drive-ins at Eau Claire, Wis., and Duluth, Minn., announced the formation of Hollywood Curvascope Frame Company for wide screens. These frames are made of laminated wood and steel. Offices will be in Minneapolis, with the factory in Eau Claire.

Mr. and Mrs. Anthony La Porte, Avalon and Franklin, left for Lubbock, Tex., to attend the graduation of their son, graduated with highest honors from the air force. . . . Sam Leghorn, Hancock and Plainfield, was in, and Art Allard, Peshtigo, Wabeno, and Crandon, Wis., was also seen on Film Row.

Larry Davis, formerly Film Service truck driver, is now shipping clerk for Republic. . . . John F. Worner, a pioneer stagehand in Milwaukee and formerly business agent for the stagehands union, for 20 years, passed away at his summer home at Crab Lake, Wis. He was 71.

Morris Rosenblatt, son of Reuben Rosenblatt, who formerly was a salesman for U-I Milwaukee branch and also operated a theatre, was appointed a junior salesman by Harold Wirthwein in the Des Moines territory.

Frank Mantzke, former manager, U-I, and now with the Northwest Theatre Service, is now handling "Martin Luther" for Minnesota, the Dakotas, and Northern Wisconsin.

Minneapolis

The second annual industry Christmas party has been set for Dec. 11 at the Calhoun Beach Hotel. Joe Rosen, Paramount booker, is chairman. Committee members are: Roger Dietz, Columbia; Bert Zats, Independent-Lippert; Larry Wilk, MGM; Dorothy Swanberg, MACO; Irene Efschen, National Screen Service; Harold Schneider, Paramount; Al Stern, RKO; Jack Kelvey, 20th-Fox; Howard Greenstein, U-I, and Florence LeDuc, Warners.



Republic is pushing "Commando Cody," which can be run either as a 30-minute featurette or in 12 installments. . . . Delores Deger, district manager's secretary, MGM, vacationed. . . . Recent exhibitors in were: Mrs. Bruce Waters, Turtle Lake, Wis.; Jerry Schwartz, Colfax, Wis.; Bernie Larkin, Madelia, Minn.; George Gould, Glencoe, Minn.; Burr Cline, Jamestown, N. D.; Frank Kinas, Thorp, Wis.; William Brzezinski, Greenwood, Wis.; M. R. Debbaut, Minnesota, Minn., and Art Bean, Riverdale, N. D.

Morrison Buell, booker, RKO, vacationed. . . . Jim Eshelman, manager, loop Gopher, gave away Indian feather hats to the first 500 kids attending matinees of "Arrowhead." . . . The Variety Club scheduled its fall festival opening party for Oct. 3 at its club-rooms in the Nicollet Hotel. . . . Irv "Johnny Ray" Braverman, Columbia salesman, is sporting a new convertible.

Ben Marcus, Columbia midwest district manager, was in. . . . Harry Weiss, RKO Theatres district manager, visited in Iowa.

J. J. Arnold leased the Lyric, Park River, N. D. He formerly was associated with MACO at the Orpheum, Sioux Falls, S. D.

Ben Berger and Ted Karatz are expected to renew the lease on the Gopher for another 15 years when it expires on Oct. 31. As soon as the new lease is signed, Berger plans to install a wide-screen and stereophonic sound. . . . The Topic, Fairfax, Minn., has been reopened. . . . Harold Field, Pioneer Circuit, who suffered a heart attack in Florida, is now recovered, and is working part time on directing the operation of his theatres in Iowa. He also is co-owner, suburban St. Louis Park.

Jim Eshelman, manager, Gopher, and Harry Sears, MGM press representative, put on a theatre party for home carriers of The Star and Tribune in honor of "National Newspaper Week." About 3,800 carriers were invited to two showings to see "Half A Hero." . . . The Lyceum, a semi-legitimate house, had an opera festival week on its screen.

"The Robe" will have a gala upper midwest premiere at Radio City on Oct. 8. The theatre has installed a new CinemaScope screen measuring 65 feet wide and 26 feet high. Chick Evens, 20th-Fox midwest exploiter, has been in working on advance promotion.

The Starlite, operated by Minnesota Entertainment Enterprises, is the first drive-in in the Twin Cities area to close for the season. . . . Burglars attempted to rob the Minnehaha Drive-In, according to R. D. Lindell, manager, but obtained nothing.

Oklahoma City

George Pomeroy reopened the Frontier, and will run first-run art pictures. . . . Mrs. Verlie Clay, formerly Verlie Hopson, Fort, Fort Towson, Okla., moved with her husband and new baby

to Detroit. Her mother and daughter will manage the theatre.

V. A. Scott, better known as "Oklahoma Scotty," Hollywood, Bokchito, Okla., has a hobby of raising parakeets. His main source of pleasure is training "Duke." He is now training him and two other Parakeets to appear on television in Dallas.

Harry Lawrence, Majestic-Ritz, Madill, Okla., is busy every weekend driving his daughter Sandra to surrounding towns to play in the high school band at football games. . . . Lamont King, King-Queen, Marietta, Okla., is installing a wide-screen. . . . J. H. Rush, Broken Arrow Drive-In, Broken Arrow, is the new owner of the Cleveland Drive-In, Cleveland, Okla. . . . The Lincoln Park amphitheatre had a fire with an estimated damage of \$2,000.

The head shipper of Paramount, Bob Harrington, and wife are the proud parents of a nine-pound baby boy, Randy Keith.

Booking were: J. H. Rush, Broken Arrow Drive-In, Broken Arrow, Okla.; B. J. McKenna, Oklahoma, Norman, Okla.; Mrs. Myrtle Guthrie, Ritz, Clinton, Okla.; Frank Nordean, Arcadia, Maud, Okla.; Mrs. C. M. Ausherman, Wakita, Wakita, Okla.; V. A. Scott, Hollywood, Bokchito, Okla.; A. R. Walker, Crystal-Nusho, Broken Arrow, Okla.; V. A. Wilkinson, Joy-Ritz, Comanche, Okla.; John M. Buffo, Liberty, Hartshorne, Okla.; Ray Hughes, Liberty, Heavener, Okla.; Claud Thorp, Gem, Ryan, Okla.; Mrs. Avece Waldron, Blue-moon, Lindsay, Okla.; L. E. Brewer, Royal, Pauls Valley, Okla., and L. G. Bumpers Joy, Vian, Okla.

Omaha

Paramount took over Fontenelle Park for an office picnic. . . . Vacationers included Dean Wattonville, MGM assistant shipper; Josephine McGuire, 20th-Fox cashier, and Max McCoy, 20th-Fox salesman. . . . Dorothy Weaver, 20th-Fox cashier, was ill. . . . Joe Scott, 20th-Fox branch manager, visited in Des Moines.

Old friends started a fund for H. P. Ironfield, former 20th-Fox salesman-office manager, who was taken to St. Joseph Hospital after suffering a stroke. He was in the business for 27 years.

W. R. Riddle, for many years in the industry in this area as salesman-office manager before going with a finance company, died.

William Miskell, Tri-States district manager, reported his son, Billy, was recuperating after an operation. . . . Abe Sneed, Council Bluffs, Ia., exhibitor, attended the Shrine convention at Oklahoma City.

Bill Granville, Quality Theatre Supply, was touring the Pacific Northwest with Harold and Hazel Dunn, exhibitors at Valentine, Neb. . . . Eleanor Horwich, ex-Columbia secretary who transferred to the Chicago exchange, visited.

Omaha will be one of a hundred cities in which "For Every Child" had its world premiere during "Christian Education Week." . . . Among the latest wide-screen installations are those by Axel Sorenson at Beresford, S. D., and Howard Bayard at Schleswig, Ia.

Theatre people are rallying around Alfred Stern, technical director, Omaha Centennial, which is starting rolling on 1954 plans. Don Shane, Orpheum manager, and Stern held tryouts for the chorus. . . . A. A. Renfro, Theatre Booking Service owner, and his wife visited Wichita, Great Bend, and Hugoton, Kans., where they formerly lived. . . . J. H. Jacobs, Columbia branch manager, is back from a west coast trip.

Pinky McIlvaine, assistant manager, Brandeis, is back after an operation. Manager Larry Caplane was away several days. . . . Fred Schuler, Humboldt, Neb., exhibitor, suffered cuts on his face as the result of a ladder accident.

Portland

Portland's newest outdoor, the \$150,000 Family Drive-In, Tigard, Ore., was opened under the owner-management of Jesse Jones. Manager is Art Hyle, formerly with United Theatres, Salem, Ore. Jones now owns the Roseway and St. Johns here and Roxy and Rio, Sweet Home, Ore.

In Tigard, Ore., permission for a drive-in at Barbour Boulevard and 30th Avenue was denied by county commissioners. . . . Walt Tibbetts, Laurelhurst, was robbed by a 17-year-old boy who grabbed a bag containing money. Tibbetts gave chase, and the lad was caught.

Pat Crowley, who makes her debut in Paramount's "Forever Female," wound up three days of appearances in connection with her role as queen of the Portland Retail Trade Bureau's fall opening celebrations. Final events were a personal appearance at the Paramount with opening of "The Caddy" and a mass interview by writers for school publications.

St. Louis

In Tuscola, Ill., George Barber, Villa Grove, Ill., opened his new drive-in. Barber also operates the Gem, Villa Grove, Ill., and the Strand, Tuscola.

In Belleville, Ill., construction started on the 750-car drive-in of the Bloomer Amusement Company.

Paul Krueger, co-general manager, Fred Wehrenberg Circuit, Mrs. Krueger and son, Ronnie Krueger, returned from a vacation trip. . . . Dominic Frisina, Taylorville, Ill., president, Frisina Amusement Company, Springfield, Ill., has brought to America a 16-year-old niece from Italy.

Jules Livingston, formerly of New Haven, succeeded Nat E. Steinberg as manager for Republic. . . . Out-of-town exhibitors visiting included: Judge Frank X. Reller, Wentzville, Mo.; Blil Williams, Union, Mo.; V. H. Rost, New Madrid, Mo.; Herman Ferguson, Malden, Mo.; Charles Beninati, Carlyle, Ill.; Herman

Tanner, Vandalia, Mo.; B. Temborius, Breese, Ill.; Joe Goldfarb, Alton, Ill.; Johnny Giachetto, Frisina Amusement Company, Springfield, Ill. Homer Hulsey, St. Clair, Mo.; Tom Bloomer, Belleville, Ill.; A. B. Magarian, East St. Louis, Ill., and Kenneth Hirth, Pacific, Mo.

Ed Sculley, Illinois salesman for U-I, returned from his vacation.

San Antonio

Patrons of six Interstate theatres gave \$10,359 for the fight against polio in Texas. The money goes to the Warm Springs Foundation, Gonzales, Tex. . . . Louis Christi has been named manager, Rigsby Drive-In.

"Bargain Night" is being held each Wednesday at the Fiesta, El Capitan, Fredericksburg Road, and Varsity Drive-Ins. . . . Bobby O'Donnell, manager, Josephine, returned from a vacation with Mrs. O'Donnell.

Jewel Truex, manager, Azteca, made available free a print of the Spanish language comedy-drama, "El Ceniciento," which was shown to Korean war veterans from Latin-American countries at the Brooke General Hospital, Fort Sam Houston. . . . Mrs. Rosa Marina Barton, office secretary, Clasa-Mohme, returned following a vacation.

J. S. Elgin has taken over management of the Nixon, Nixon, Tex., from the Rubin Frels Theatre Circuit. Admission to his showings are now by donation, and all profits above the actual operating expenses will be turned over to various Nixon service organizations. . . . The Lott, Lott, Tex., resumed its matinees each Saturday. . . . Leonard English, former assistant manager, Almeda, Houston, Tex., was in for a visit. He is now a marine private.

Fred Welch sold the New-Tex and Anthony, Anthony, Tex., to Mr. and Mrs. Raymond Parsons. They moved here from Mora, N. M. Also announced are plans to build a drive-in. . . . Joe Adzger, assistant manager, Tower, Houston, Tex., attended a summer encampment of the Texas National Guard.

Only cardboard disposable 3-D glasses will be used in Corpus Christi, Tex., theatres until a controversy is settled over the re-use of polarized glasses.

When Frank Gillespie opened the Palace, Whitewright, Tex., merchants expressed their pleasure by a full page welcoming ad. . . . Texas Rangers are investigating the possibility that a recent explosion at the Buccaneer Drive-In may be due to labor trouble. Non-union labor was used in the construction of the drive-in at Corpus Christi, Tex., owned by A. Gonzales.

Salt Lake City

The annual meeting of the Montana Theatre Owners will be held at the Northern Hotel, Billings, Mont., on Oct. 12-14. . . . The home of Allied Artists' Don Tibbs is being remodeled. . . . Herman Wobber, 20th-Fox division head, was in.

Loraine Murdock, talented songstress, a steno at Allied Artists, placed third in the state-wide musical festival held at the Utah State Fair. . . . Luella C. Smith is the new cashier at Allied Artists, succeeding Bonnie Stephenson, who left to get married. . . . Exhibitors included H. G. Jorgensen, Main, Rigby, Idaho; Guy Coleman, Rio, Midway, Utah, and Mr. and Mrs. Glen Yergensen, Parks and Utah, Cedar City, Utah.

San Francisco

Ione, Cal., is a town that wanted a theatre despite the fact operators of the now closed Ione could not make a profitable go of it. Members of the Lions Club decided to reopen the house, and named Lloyd Kaup, manager. . . . Irving M. Levin, divisional director, San Francisco Theatres, Inc., said that anyone wanting to see "Forbidden Games," Vogue, could see it free if they felt unable to pay the admission. He set aside the two final weeks of the three-month run for this experiment. . . . The Paramount upped its evening general admission from 90 cents to 95 cents. . . . Earl Long, district manager, United-Paramount Theatres, talked before the Motion Picture Council of San Francisco. . . . Loew's Warfield and MGM went all out for the world premiere of "Mogambo." Up for advance press, TV, and press interviews were Sam Zimbalist, producer; Frank "Bunny" Allen, safari guide, and Morgan Hudgins, publicity unit man in Africa. Alan Wieder, Seattle, was in to assist Ted Galanter.

Frank "Bunny" Allen, who conducted the safari for MGM in the production of "Mogambo" in Africa, was in for the world premiere at Loew's Warfield accompanied by Morgan Hudgins, MGM studio staff, who acted as publicity unit man while on location. "The white hunter," as Allen is known, made personal appearances at the theatre, and held interviews with newspapers, TV, and radio.

Mervyn "Buz" Davenport, former manager, St. Francis and now manager, Downtown Paramount, Los Angeles, is the father of his second child, a son. . . . Ray Richman, National Screen Service salesman, is the father of his first child, a daughter. . . . The Variety Club scheduled nomination of officers for 1954 and a "Calcutta" dinner. The seventh annual golf tournament is set for Oct. 1 at the Lake Merced Golf and Country Club.

On the sick list were: Gladys Paul, head contract clerk, Warners, and Eleanor Nelson, shipper, National Screen Service, injured in automobile accident. . . . Sheila Katz Silver returned to Warners as booking clerk, and Cammy Anderson, also a former employee, returned as assistant contract clerk. . . . New at Warners is Jo Gladys Warner, new to the industry, replacing Helen Craig, resigned. . . . Visitors were Al Stanford, Paso Robles, Cal., and Rudy Buchanan, Stateline, Cal.

Westland Theatres, of which Rotus Harvey is an executive, closed the East, Stockton, Cal., and negotiated a 15-year lease for the theatre property with KTVU through its general manager,

Knox La Rue. This is the first television station for Stockton. Westland erected the theatre in 1948 at an announced cost of \$150,000. William Wolfe, East manager, will become assistant manager, Stockton. The seats will be torn out, and the floor levelled to make room for the studios, which will take up the entire main floor of the building. This will make KTVU the most powerful UHF station in the nation, according to La Rue.

Five percentage actions were filed in federal court against Raymond, William, and Pauline Syufy for damages based on alleged underreporting of receipts. Paramount, Loew's, Warners, U-I, and Columbia each filed a separate action involving the El Rey, Rita, and Vallejo Auto Movies, Vallejo, Cal. Gavin McNab, Schmulowitz, Sommer, and Wyman, represents the distributors, with Sargoy and Stein of counsel.

Seattle

RKO's "Marry Me Again," had its premiere at the Orpheum. Marie Wilson made personal appearances at the theatre.

Lottie Jamison, assistant to Clinton McFarland, Sterling advertising and publicity director, sailed from New York to tour the continent. . . . Elizabeth Berg, secretary to the executive secretary, Independent Theatre Owners of Washington, Northern Idaho, and Alaska, returned from a trip. She and her husband were accompanied by two other couples.

Phil Stanton, not Phil Blake, is the name of the new office manager-head booker from San Francisco taking over at U-I. . . . Hannah Trigger, Paramount cashier, was vacationing.

Phil W. Blake, Seattle branch manager, Manley-Burch Popcorn Machine Company, installed a new gas Super Stadium machine in the Kitsap Lake Drive-In, Bremerton, Wash., a Blair, Spracher and Johnson operation.

An evening class on films will be offered at the University of Washington this fall. . . . Glen Haviland, 20th-Fox, returned from New York. . . . Allen Wieder, MGM publicist, was working with accounts in San Francisco. . . . Gene Manzanara, Sterling manager, Port Angeles, Wash., Drive-In, had the flu. . . . Isabelle Schmidt is new at Sterling. . . . The Seattle Art Museum resumed the Saturday morning children's story hour.

"The Robe" had its northwest premiere at the Fifth Avenue. . . . Patrons at the Music Hall are enjoying the new wide-screen and stereophonic sound system.

State visitors included Martin Brown, Avenue, Yakima; Jerry Davis, Rio, Brewster; Junior Mercy, Yakima; Bill Evans, Avon, Bothell; Lee Kirby, Monroe and Snohomish; Eldon Pollock, Mount Vernon; Glen Nolta, Lynwood, Port Blakely; C. Compston, Olympic, Arlington, and Don Glover, Audeon, Pullman.

Sam Davis, MGM, was back from the "See For Yourself" convention at the studio in Culver City, Cal.

NEWS OF THE

Territory

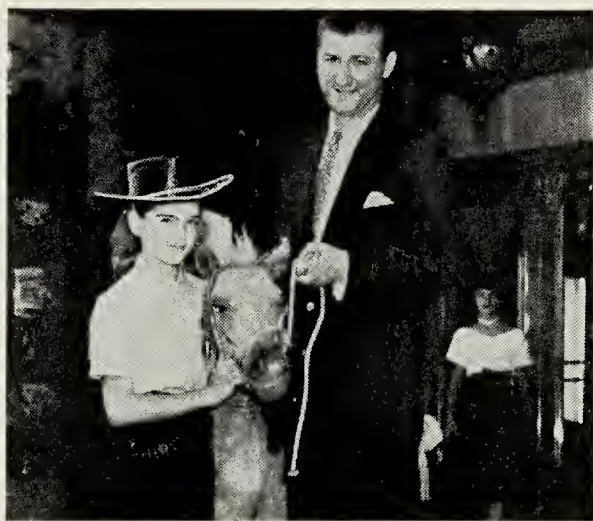
BRANCHES
Cincinnati

Announcement was made of the acquisition by Realart of the Lippert franchise, formerly held by Eugene Tunick. The transaction also includes other product formerly handled by Tunick from Favorite, Bell, Burstyn, Madison, as well as other releases. Realart, now entering its 39th consecutive year, was founded by the late Lee L. Goldberg. The franchise is now owned by Mrs. Birdie S. Goldberg, and is administered by Selma G. Blachschleger and Jay M. Goldberg. Harris Dudelson, Lippert division manager, will headquarter at the Realart office.

Cincinnati Motion Picture Theatres, Inc., is the new name of the local independent exhibitors' organization formerly known as the Greater Cincinnati Independent Exhibitors, Inc. The change in name was voted at a meeting in Hotel Netherland Plaza at which the following officers were elected: president, Frank W. Huss, Jr., Associated Theatres, re-elected; vice-president, Louis H. Wiethe, Wiethe Theatres; secretary, Mrs. M. M. Weinig, manager, Western Plaza, and treasurer, Roy White, Mid-States Theatres. Office of the corporation is at 220 West Fifth Street.

On business trips were Harris Dudelson, Lippert division manager, to Chicago; Edward Salzberg, Screen Classics, to Atlanta; Herbert J. Gillis, Paramount branch manager, to Pittsburgh; George A. Kirby, Republic branch manager, to Parkersburg, W. Va.; Gene Tunick, president, Tunick Releasing Company, to Springfield, O.; Allan S. Moritz, exhibitor, to Louisville, Ky., and W. A. Meier, Paramount sales manager, to Dayton, O.

Thousands of persons viewed a "Police In Action" display in the Vine Street lobby of the downtown Albee. Shown were 50 murder weapons which had figured in local crimes, "meet death" photos of fatal auto accidents, safety education pamphlets, and other material



Walter Kessler, manager, Loew's Ohio, Columbus, O., recently presented a prize pony to little Judy Shafer, winner of a 3-D coloring contest held in conjunction with The Columbus Citizen for Columbia's "Fort Ti."

describing activities of the 10 divisions of the Police Department.

Exhibitors in were: John Gregory, Allan Warth and Lou Wetzel, Dayton, O.; Carl Pfister, Troy, O.; Fred Donahue and James Malavazos, New Boston, O.; Leo F. Hofheimer, Columbus, O.; Charles Scott, Vevay, Ind.; L. J. Connley, Moorehead, Ky.; C. C. Porter, Beckley, W. Va., and John Goodno, Huntington, W. Va.

Also in were Sam Galanty, Columbia division manager; Duke Hickey, U-I public relations department, and Harold Brown, United Detroit Theatres representative.

Reopened for the winter season are the local Cheviot, Harry Yatze, manager; the Crescent, Minster, O., Frank Feltz, owner, and the Bijou, Germantown, O., R. A. Emmerick owner. TOC is booking and buying for the latter house.

Louis H. Wiethe announced a \$500,000 expansion program at his million dollar shopping center adjacent to the Valley in suburban Roselawn. . . . 20th-Fox's "The Robe" opens at the Albee on Oct. 15, and at the Keith, Dayton, O., on Oct. 29.

Vacationing were Ross Spencer, Columbia office manager; Dick Breslin, 20th-Fox salesman; Ruth Drout, TOC short subject booker, and Gus Babalis, Belmont, Dayton, O. . . . Adele Joseph is the new receptionist at 20th-Fox, replacing Dorothy Riggs, resigned.

Friends of Wallace Allen, booker, Chakeres Circuit, Springfield, O., were sorry to learn of the death of his mother.

Elstun Dodge, owner, Elstun, suburban Mount Washington, who manned his projection booth himself while his regular projectionist was on vacation, thereby causing Local 327 to picket the theatre, received editorial support for his position in The Mount Washington Press. The editorial emphasized that Dodge has been licensed as a projectionist by the city of Cincinnati for the past 20 years, and, by his own statement, was refused an "emergency" card by the union because he owned the theatre. The editorial was outspoken in favor of Dodge and against the union's position. The entire affair ended quite amicably when the projectionist returned from his vacation.

Cleveland

Elsa, Luisa, and Iris, the Italian models now on a coast-to-coast tour in conjunction with the national release of IFE's "Three Girls From Rome," were introduced from the stage of the Mayland. Accompanying the Roman triumvirate was Signora Micol Fontana, Italian couturiere.

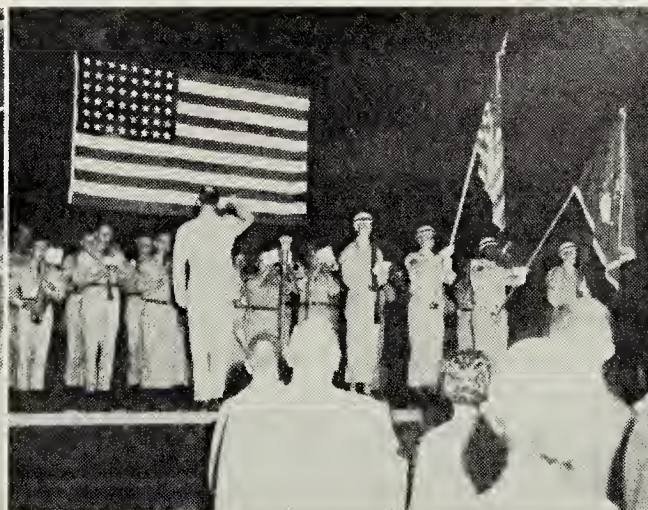
United Artists branch manager David Rosenthal switched Jack Share and Aaron Wayne's territories. Wayne will henceforth cover the city and Share will cover the Toledo, O., area. . . . Harry Buxbaum, Paramount branch manager, returned from a vacation.

Ben L. Ogron, head, Ohio Theatre Supply Company, is installing Cinema-Scope equipment in the Grand, Steubenville, O.; the Quilna, Lima, O., and the Mount Union, Alliance, O., owned by Selected Theatres Circuit, Nate Schultz, president. The equipment consists of Magni-Glow Astrolite panoramic screen, frames, Altec Lansing stereophonic sound, and anamorphic lenses. Three other state Selected houses are greeting Magni-Glow screens, lenses, and frames, namely the Ohio, Lorain; Ohio, Marion and Morrison, Alliance.

Jack Haynes, United Detroit, was in booking for the Northio houses in Marion and Fremont, O. . . . The State, Cuyahoga Falls, O., which installed a new 30-foot by 23-foot screen about three months ago, is now replacing it with a 53-foot by 23-foot screen. The new screen will be on rollers. Frank Masek, National



Highlights of the recent world premiere of UA's "Sabre Jet," Loew's, Dayton, O., had star Robert Stack autographing pictures for young admirers in the city's largest department store; the 661st Air Force Band, which appeared in the stage pre-



sentation preceding the opening showing, in which eight Korean jet aces appeared in person, and Amanda Blake, co-star of the film, who also attended in person and was interviewed by Bill Barton, drama critic, The Dayton News, and others.



Theatre Supply manager, is making the installation.

Nate Gerson resigned both as president, Local F-5, and also as a member, John C. Wein, business manager, announced. Gerson is no longer a member of the industry, so far as is known. . . . Bob Dittrick is the new student booker at Loew's, and Janet Carbaugh joined the exchange as booking clerk.

Bernard Rubin acquired the northern Ohio franchise for distribution of three new Carroll releases through Imperial. "Mr. Denning Drives North," "Lady Godiva Rides Again," and "The Fighting Pimpernel."

Carl Scheuch, Monogram booker, and Sol Gordon, salesman, are looking for extra dates for the "Nov. 1-Feb. 1-Monogram sales drive, and will appreciate cooperation from exhibitors. . . . Herbert Ochs, who operates outdoor theatres in Canada, got a report of a three-foot snowfall in Timmins, Ontario, but this did not prevent his Timmins Drive-In from opening on schedule. Manager Emil Maenck cleared the ramps with a bulldozer.

Lew Sharp, who owns Sharp's Service Station across the way from the Film building has a new title conferred upon him by the arrival of a granddaughter, Suzan Lynn, born in St. Luke's Hospital to the wife of his son, Harvey. . . . Under the sponsorship of the Junior Chamber of Commerce, some 400 shut-ins attended church services at two drive-ins. Catholic services were conducted at the Cloverleaf Drive-In and Protestant services at the Auto Drive-In. . . . Dave Sandler, Theatrecraft Manufacturing Corporation, took a few days off to go fishing.

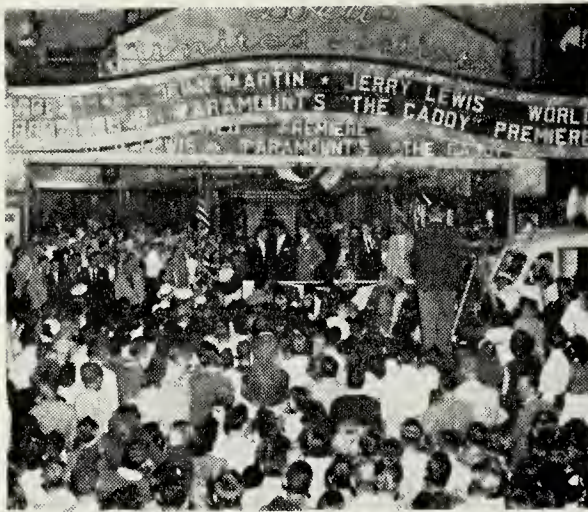
Among those who will check in at the National Allied convention in Boston on Oct. 5-7 will be M. B. Horwitz, president, Washington Circuit; Henry Greenberger, Community Circuit, and Chief Barker, Variety Club; Jack and Ray Essick, Modern Theatres Circuit, and Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association.

In were: Joe Robins, Warren; Paul Vogel, Wellsville, O.; Glen Flieman, Woodville, O.; George Manos, Toronto, O., and Chris Velas, Bellaire, O.

"From Here To Eternity" chalked up a new all-time opening day record at the RKO Palace. The 3300-seat house played to 7,960 paid admissions on the first day, with a take in excess of \$6,000, according to manager Max Mink.

Romance stalks in RKO, where booker Edward Cutler announced his engagement to Elaine Clayman, Akron, O. Present plans call for a spring wedding. . . . Jerry Kerner, who took a short walk from his booking post at MGM, is back.

Dorothy Mink, wife of RKO Palace manager Max Mink, celebrated her birthday by being hostess to disc jockeys at a private screening of "From Here To Eternity." . . . Alan Sogg, son of MGM branch manager Jack Sogg, entered the School of Medicine, University of Cincinnati.



The world premiere of Paramount's "The Caddy" was held recently at Loew's Ohio, Columbus, O., in conjunction with the National Caddy Tournament. Here premiere crowds are seen in front of the Ohio as stars Dean Martin, Jerry Lewis, and other Hollywood notables and golfdom greats made personal appearances.

Art Leazneby, Paramount regional promotion and exploitation representative with headquarters in Detroit, was in. He is currently working on "Roman Holiday" and "Little Boy Lost." . . . Nat Barach, National Screen Service branch manager, and Mrs. Barach were in Toledo, O.

The sales forces of the RKO branches, under district manager, Morris Lefko, have joined to pay their chief a tribute via a booking drive. Exhibitors also will participate in honoring the veteran RKO field head. With November designated as "Morris Lefko Month," the campaign is under way to make this a record one for the booking of RKO features and shorts. RKO branch managers honoring Lefko are: Max Westebbe, Albany; J. G. Chinell, Buffalo; Stanley Jacques, Cincinnati; Jack Bernstein, Cleveland; Otto Ebert, Detroit, and R. L. Brentlinger, Indianapolis. Bernstein will act as chairman for the campaign. Lefko, who is a field executive under general sales manager Charles Boasberg, makes his headquarters here.

Mrs. Robert Collins reports that thieves broke open the candy and soft drink automatic machines in her Liberty, Toledo, O., and made off with an undisclosed sum of money. . . . Ray Wild, Colosseum president, was in.

NTS is supplying four small town Ohio theatres with wide-screens, the 250-seat Rex, Ottawa; the 480-seat Montpelier, Montpelier; the 300-seat Scott, Archbold, and the 500-seat Charve, Edgerton.

Joe Robins' Daniel, Warren, O., is being equipped by NTS with a wide-screen and penthouse type sound heads. . . . It is estimated by supply dealers that 35 per cent of all theatres in northern Ohio now have wide-screens either installed or have them on contract.

Frank "Bunny" Allen, who led the safari for MGM's "Mogambo," arrived from Pittsburgh on his 15-city tour.

The Cleveland Indians were the guests of the Hippodrome when it opened RKO-Pathe's "Sportscope," "Bat Boy." In

addition to playing host to the team, the Hippodrome management held a special showing of "Bat Boy" for sportswriters of The Plain Dealer.

Detroit

"The Joe Louis Story" will have its world premiere on Oct. 14 at the Broadway-Capitol. Louis will appear in person for the gala bow, which will be attended by stars of the sporting world, top sports editors and writers, and celebrities. A high-gear promotion campaign backing the two-city world premiere will include big-scale radio, TV, and newspaper coverage.

Exploitation stunts and publicity came in for an old fashioned heyday as theatres geared for the fall swing. The Fox, not content to wait for "The Robe" opening on Oct. 2, went to work on "War Paint." Detroit's largest Indian family was a guest of the house. In addition, a search was instituted for Indian head pennies.

Elaine Stewart appeared before the Convention of Police Chiefs in connection with "Take The High Ground." . . . Tony Curtis, Janet Leigh, Myrna Hansen, Mamie Van Doren, Richard Long, and TV and football star Herman Hickman were in for the premiere of "All American," Broadway-Capitol. . . . Also in was Charlton Heston, who posed at the Art Institute with a bust of Julius Caesar for a showing at the Institute of his first screen role as Marc Anthony in David Bradley's "Julius Caesar," collegiate-made feature.

The huge shopping centre under way in Dearborn, Mich., is expected to bring thousands within reach of Arthur Brock and his Midway. . . . Harold Muir, manager, Burnside Drive-In, had his fill of mud and elephants during his stint as manager, Implay County Fair. . . . Sol Krim is solo managing the Krim, Highland Park, Mich. . . . Edward Bigley, United Artists salesman, went to Indianapolis, being replaced here by Manny Youngerman. . . . Raymond Schreiber is remodeling the Colonial. . . . AB-PT execs Bernard Levy and Edward Hyman were in.

Nathan D. Levin, formerly Boston sales manager, has been promoted to branch manager, Allied Artists.

Sy Schechter, manager, Alhambra, was in Grace Hospital for a general examination.

The air-conditioning well of the Belvil, Belleville, Mich., was put to work for the city when the city wells were unable to carry the load during the hot dry times. W. P. Kirchner had the well tested by the health department, and made his offer when city pumping dropped from 200 gallons a minute to 134. The Belvil well added 45 gallons a minute. . . . The windup of the Glidden tour and the old car show gave the Michigan a choice spot. Henry Ford's first car and an accompanying display in the lobby informed visitors that the Michigan stands on the site of Ford's first shop where the original was built.

Indianapolis

An advertising-publicity-exploitation campaign involving radio-TV saturation, extensive newspaper coverage, contests, giveaways, and prizes was launched in the Indiana-Kentucky territory jointly by Paramount and five theatres for "The War of the Worlds." The theatres were the local Indiana, Paramount, Fort Wayne, Ind.; Rialto, Louisville, Ind.; Indiana, Terre Haute, Ind., and Princess, Bloomington, Ind. In Fort Wayne, Indianapolis, and Bloomington there was held a contest for the best drawings of a space man, with the winner receiving a set of the plastic toy Martian soldiers, fighting paraphernalia, and civil defense equipment manufactured by Archer Plastics, Inc., under a tieup arrangement with Paramount. In Indianapolis and Louisville, youngsters who arrived at the theatres for Saturday morning shows attired in space suits were admitted free. For two Saturdays running, at the "Healthy, Wealthy and Wise" show put on at noontime by J. J. Musselman, manager, Louisville Rialto, a set of the Archer toys was given away to the youngster who, while being interviewed on the stage, spoke a magic word. Civil defense trucks, complete with air raid wardens and all paraphernalia, were set for downtown displays in conjunction with the showings in Louisville and Terre Haute. The Louisville opening was marked by the reservation of the entire balcony for occupancy by members of the Science Fiction Club. In Louisville and Indianapolis, the theatres made picture signs of space ships attacking local landmarks. In Fort Wayne, an Oldsmobile roamed the streets bannered with plugs for "The War of the Worlds," and was parked in front of the Paramount. The street window at Wasson's Department Store, Indianapolis, featured "Space Ranger" play suits under a tieup with the Indiana.

Republic manager Bernard Brager was in New York. . . . Mr. and Mrs. Norton, Key, Red Key, Ind., returned from their vacation in Kansas City. . . . Clyde Nihiser returned from a vacation spent in the west. . . . George Feller returned from his vacation. . . . Richard Hand, Melody Drive-In, Bass Lake, Ind., is back after a vacation. . . . Ralph Fisher, Maumee, Fort Wayne, Ind., is using crutches since he sprained his ankle.

Trueman Rembusch, ATO, Inc., prexy, was in New York attending a COMPO meeting. . . . Claude McKeen, Warners' manager, spent several days in Chicago, and called on The Gregory Circuit officials. . . . The board of the Variety Club met to set up a program for the winter months. . . . Rex Carr, recently made buyer-booker, Y. and W. Circuit, was visiting the houses in the circuit to acquaint himself with conditions and personnel.

Alliance Circuit held its regular fall meeting in the Hotel Lincoln. S. G. Gregory presided. . . . Lincoln Dale opened a new drive-in at Batesville, Ind. . . . Foster Blake, U-I division manager, was in for a conference with manager Sam Oshry. . . . The Colosseum will be represented at the meeting in New Orleans by

Herman Hallberg, president; Kenneth Dotterer, secretary, and Jack Meadow, treasurer.

Pete Mallers and wife visited their ill son, who is attending the university at Valparaiso, Ind. . . . Mr. and Mrs. Phil Kalafat, York, Cherebusco, Ind., were spending their vacation with the parents of Mrs. Kalafat in Pennsylvania. . . . Auditor Richard Hildroth was in at 20th-Fox. . . . New in the booking department at 20th-Fox exchange are Patricia Patton and Flossie Janes.

Exhibitors in were: Gail Lancaster, Huntington, Huntington, Ind.; W. R. Norton, Key, Red Key, Ind.; Kenneth Law, Cozy, Argus, Ind., and L. C. Scott, LaDon, Roachdale.

Abe Kaufman, Fountain, Terre Haute, Ind., reports leasing his theatre and building to a variety store. The house has been operating for about 40 years.

Pittsburgh

Sunday movie voting will take place in the November elections in Indiana, Manor Township, Kittanning Borough, Zelienople, Homer City, and Beaver, all in Pennsylvania.

RCA held a meeting at Alexander Theatre Supply. . . . Jesse Lund, city manager, Notopoulos Circuit, reopened the Temple, Aliquippa, Pa.

Football fans were disappointed when the Harris announced cancellation of plans to telecast the Pitt-Notre Dame and other games. The move resulted from the expected long run of "The Robe." . . . Bruno and Mario Cararea are opening the former Penn, Ambridge, Pa., as a dance hall.

All three theatres in Meadville, Pa., boosted admissions. . . . The Strand, Altoona, Pa., is set to reopen October 7 with "Martin Luther." An award of a new Buick is an added incentive for patrons.

Marilyn Monroe calendars are being distributed nationally by Andy Battiston. . . . A tieup with Wilson and Company enables the Silver Drive-In, Windber, Pa., to give away a cocker spaniel every week.

Sam Milberg, RKO Erie, Pa., and Main Line salesman, has been elected delegate to represent the Pittsburgh loge at the Colosseum convention in New Orleans. He will accompany Charlie Dortic, loge president, and Floyd Klingensmith, national vice-president, on the trip. The latter two are sales representatives for Columbia.

Nicole Maurey, who plays opposite Bing Crosby in "Little Boy Lost," had her Pittsburgh appearance cancelled. . . . Co-operative Booking and Buying does not expect to replace Bob Kimelman, who resigned in order to accept a position with United States Realty.

Despite the fact that SW distributed 150,000 discount tickets for "Martin Luther" to 1,500 congregations within

50 miles of Pittsburgh, the demand remains unabated. The picture opened at the Warner.

Beryl Dana, daughter of Pete Dana, U-I, returned from summer study in Europe and is entering a convent. . . . The Boulevard of the Allies, closed since July 1 for reconstruction, is scheduled to reopen on Dec. 1.

The trade mourned the passing of John Walsh, affiliated with the Shea Circuit since 1937. He was 46 and had been manager of Shea's Fulton for approximately 15 years. The deceased was a past Chief Barker of the Variety Club, Tent 1, and was a director of the Rosalia Club. The body was moved to Newport, R. I., where a funeral Mass was held at St. Joseph's Church. Interment was in Newport. He is survived by his wife, Anne, and four children.

Clarification of the state sales tax as it applies to paper and accessories is as follows: If the paper or other material is rented and returned, there is no tax, but if it is leased or purchased outright, and not returned, there is a tax. The same thinking applies to trailers.

Ohio Athens

When "Stalag 17" played Schine's Athena, Ben Geary located a local ex-sergeant and ex-POW whose cooperation greatly augmented his campaign. He furnished a lot of relics and papers from Stalag 17, and these were utilized for a sock lobby display. To get across the prison camp idea, a line of barbed wire was strung around on some old wood, making a very effective display which was set off by a statement from the former sergeant on behalf of the picture. The newspaper came through with an editorial on the film, and the American Legion also gave the film support. The Veterans of Foreign Wars and the City Library also lent support, and the radio station cooperated with special gratis announcements. The ex-sergeant was guest of honor opening night, and this human interest angle was played up in ads. The local air force recruiting officer cooperated by carrying a special sign on the back of his car telling people not to miss the film.

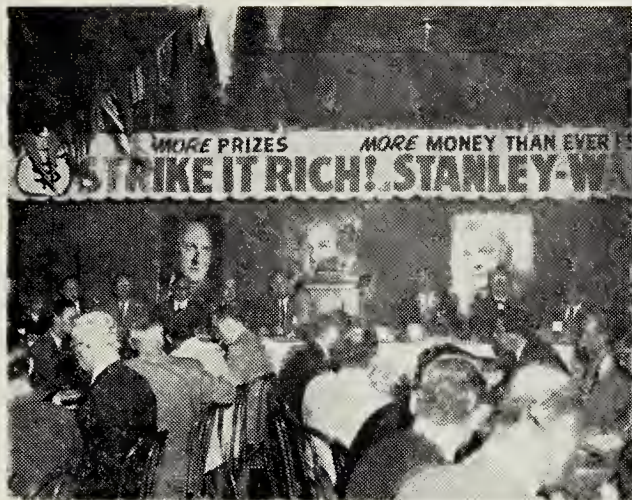
Columbus

Oscar A. Doob, Metro executive, was host at a press luncheon. . . . Robert Sokol, manager, Loew's Broad, invited Columbus ex-GIs who were inmates of the real Stalag 17 during World War II to see "Stalag 17," Broad.

First meeting of the 1953-54 season of the Columbus and Franklin County Motion Picture Council will be held on Oct. 26 at the Seneca Hotel.

Three additional Columbus neighborhood theatres installed 3-D, Neth's Lincoln, Mrs. Ethel Miles' Drexel, and the Russell.

Mr. and Mrs. J. Real Neth and Elizabeth Richter, booker, Neth's Theatres, were guests at the premiere of "The Robe" in New York.



Seen at the recent SW zone meeting at Chesire, Conn., were Harry Feinstein, zone manager, who addressed the group; Feinstein distributing showmanship awards to Andy Roy, Utica, N. Y.; Irving Hillman, New Haven; Al LaFlamme,

Albany; Al Swett, Utica, N. Y.; Jim McCarthy, Hartford, Conn., and Joe Miklos, New Britain, Conn., named recipient of "Manager of the Year" award, and a general group photo of the session.

NEWS OF THE

Territory

Boston Crosstown

The ladies who attend the Allied National convention on Oct. 5-7 will find many interesting activities planned for their education and amusement while the "Men At Work" sign is hanging out over the convention rooms of the Sheraton-Plaza Hotel. The gals who would like to have their sightseeing uninterrupted by planned stops may take buses at the front of the hotel. Others, however, can abide by the schedule the ladies committee has worked out, which promises to be delightful. One morning, buses will take them through Boston to Cambridge, Mass., stopping at the Agassiz Museum to see the glass flower exhibit, then driving them to the Toll House, Whitman, Mass., for luncheon. On their return, they will be driven through historic Quincy, Mass., stopping at the John Adams House, returning to Boston with a stopover at Mrs. Jack Gardiner's Museum. The schedule is not as yet complete, but it promises to be equally interesting. A preview of one of the biggest films in years is in the working.

Among the associated industries participating in the convention and trade show of Allied States Association of Motion Picture Exhibitors on Oct. 5-7 at the Sheraton-Plaza Hotel are: The Lawrence Organization; Peter Paul, Inc.; National Carbon Company; Relston, Inc.; Bay State Refrigerator, Inc.; National Theatre Supply; New England Confectionery Company; The Coca-Cola Company; Manley, Inc.; Columbia; Pepsi-Cola Company; Supurdisplay, Inc.; Motiograph; The Clapper Company; Winslow

Potato Chips; Theatre Candy Company; Hollywood Curvascope Frame Company; Mason, Au and Magenheimer Company; Polaroid Corporation; Insta Company; Ballantyne Company; Hollywood Brands, Inc.; Charles E. Hires Company; RCA Victor Division; R. L. Albert and Son; Miracle Whirl Sales Company; H. R. Mitchell and Company; Armour and Company; Apex Beverage Company; Beech-Nut Packing Company; Boxoffice Television, Inc.; C. I. Brink, Inc.; Banner Candy Manufacturing Company; Henry Heide, Inc.; Affiliated Theatres Corporation; Drum Rock Specialty Company; Helios Carbons, Inc.; Pettinger-Harding, Inc.; Filmack Trailer Company; Lenox, Inc.; Ferrara Candy Company; Terrytoons, Inc.; Switzer's Licorice Company; Astor; Fred W. Amend Company; United Artists; Tootsie Rolls; Altec Service Corporation; Republic; Allied Artists; National-Simplex-Bludworth, Inc.; 20th-Fox; The Ettinger Company; Hershey Chocolate Corporation; Alexander Film Company; Metro; Kraft Foods Company; Warners, and the Nestle Company.

The extensive technical service programs organized by Polaroid Corporation to improve the quality of 3-D projection by making available to exhibitors throughout the country the latest control techniques and information will provide the basis for the company's exhibit at the Allied States Association of Motion Picture Exhibitors national convention on Oct. 5-7. Occupying approximately 500 square feet of floor space at the Sheraton-Plaza Hotel, the Polaroid display will be divided into five sections. In addition, Polaroid technicians will give an actual theatre demonstration of the new synchronization devices on Oct. 7 at the University, Cambridge, Mass. Jackson Turner, 3-D sales manager, Polaroid, will be in charge of the company's convention activities.

The early returns from the collections in drive-ins for the "Jimmy Fund" are

more than gratifying to co-chairmen James Mahoney and Michael Redstone, who report that the figure is equal this year to last year's, and that, in some spots, there is an excess. These chairmen were the two hard-working men so successful last season in the "Jimmy Fund" drive-in collections. In fact, Redstone, in his enthusiasm for the "Jimmy Fund," personally delivered "Jimmy Fund" collection trailers to five drive-ins in New York State which had never before taken "Jimmy Fund" collections. Among the five theatres, instigated by Redstone, who showed each theatre how to operate the collections, more than \$5,000 was taken in for the 1953 "Jimmy Fund" drive.

The hard-working rodeo committee, headed by equally hard-working George Roberts, busily is soliciting ads for the rodeo program book for the forthcoming annual rodeo show at the Boston Garden. This is the affair made possible by Walter Brown, Chief Barker, Variety Club of New England, who is also president, Boston Garden. Each year he gives over the opening night's receipts to the Variety Club of New England for its regular charity program. The rodeo night for the Variety Club will be Oct. 21.

E. M. Loew, president, E. M. Loew Circuit, announced the promotion of Nick Lavidor from manager, Center, to district manager in charge of theatres in Eastern Massachusetts, Maine, and New Hampshire. Lavidor is filling the shoes of Ray Canavan, recently appointed executive assistant to Loew. Lavidor has been with the circuit for eight years, six spent as manager, Center, where he supervised and instigated several major changes, including spotting first-run product on occasion, and building a new soda fountain and large candy stand in the theatre lobby. His new appointment means that he has moved his headquarters to the E. M. Loew office building at 175 Huntington Avenue, assuming the desk vacated by Canavan. His place at the

Lorraine SUPER-CHARGED
ORLUX *Carbons*

for

3D or

Panoramic Projection

- INTENSIFIED LIGHT
- INCREASED STEADINESS
- UNIFORM DISTRIBUTION
- COOLER BURNING

CARBONS, INC. BOONTON, N. J.

Center has been taken by Harry Lavidor, his brother, who transfers from the Thompson Square. Frank Kostis, who comes over from New England Theatres, is the new Thompson Square manager.

Mrs. Lillian Keegan, Gayety, Van Buren, Me., and Mr. and Mrs. Robert White, Wiscasset, Wiscasset, Me., have each purchased a new Manley Ice-O-Bar from the Manley office headed by Lyman O. Seley. The Ice-O-Bar is the new Manley refrigerated machine which manually dispenses three flavors of ice-cold drinks. Charles G. Manley, president, made a week stopover, and visited New England exhibitors with Seley before leaving for New York State, New Jersey and Philadelphia.

Samuel Pinanski, president, American Theatres Corporation, is one of three directors of the John Hancock Mutual Life Insurance Company, appointed by President Paul F. Clark to a newly-constituted committee vested with the authority to coordinate the sales and service functions of the company through the district agency, general agency, and group departments.

When the Avon Cinema, Providence, R. I., reopened for the new season, several bigwigs from the Lockwood-Gordon Circuit drove to Providence for the gala occasion. Arthur Lockwood, Louis Gordon, Tom Duane, and Tom Dowd all drove down to see "The Cruel Sea" at the invitational opening when both the presidents of Brown University and Pembroke College were in attendance. Other civic dignitaries were present, all invited by manager Nelson Wright and district manager Russell Ordway. The ladies were presented orchids. Manager Wright has set up a students' club for the Avon by giving tickets at 50 cents instead of the usual 85 cents.

Myrna Hansen, "Miss United States," who is under contract to U-I, was due in to make personal appearances at the Keith Boston for "The All American." She also was to meet the press at a luncheon.

Tom Dowd, former manager, Beacon Hill, is subbing for the ailing Johnnie McGrail, who was rushed to the Carney Hospital for an operation. Dowd now occupies McGrail's desk at U-I, and one of his first assignments for the publicity is the campaign on U-I's "The All American," Keith Boston, on Oct. 1. Dowd will probably be on the job for two months until McGrail is fully recovered.

Redstone Drive-In Theatres started construction at the Neponset Drive-In, Boston proper's only open air theatre, for the enlargement of the accommodations. Built in 1950, the Neponset can take care of 1200 cars, but next season there will be room for 500 more, making the Neponset one of the largest single-screen drive-ins in the east. At the same time, the toilet facilities and the concession building will be enlarged to take care of the added number of patrons. The position of the screen will remain the same as the new ramps are being placed in the rear of the theatre. Hal O'Day is the manager.

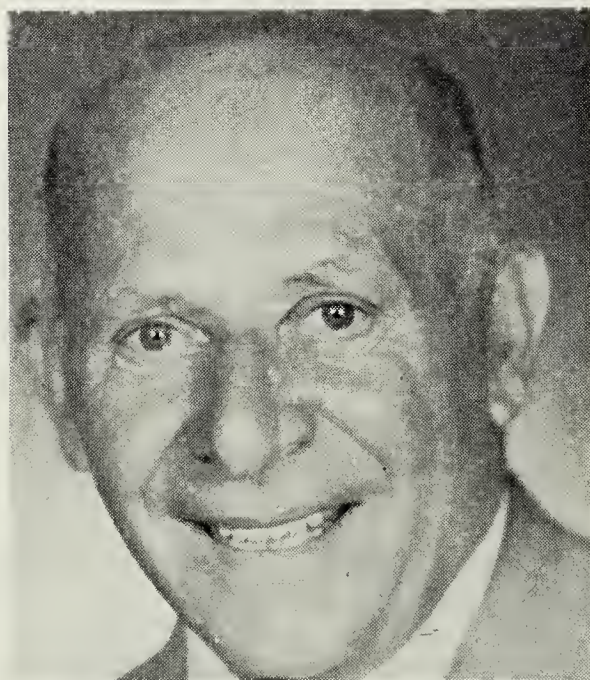


James F. McCarthy, left, recently received congratulations on his promotion from manager, SW Strand, Hartford, Conn., to Connecticut district manager for the circuit. At his left are Harry Feinstein, SW zone manager; Jack A. Sanson, Manchester, Conn., city manager for SW, promoted to manager, Strand, Hartford, and James M. Totman, assistant zone manager.

New changes in management from the Smith Management Company includes the placing of Louis Newman, well-known manager, as manager, St. George; Herbert Asher at the Gorman, and Max Selver, in addition to his other duties, as manager, Cinema, all in Framingham, Mass. Jack Hauer, manager, Montgomery Ohio Drive-In for Smith Management, has been brought here to supervise the display of landscaping and flowers for the Natick, Mass., Drive-In. Hauer, whose Ohio house is noted for its attractive floral gardens, is almost a professional horticulturist, and is on constant call to help other managers with their displays.

The Beacon Hill booked the 1950 Academy Awards winner, "Daybreak In Udi," to play with its main attraction, "Tonight At 8:30." The feature is 40 minutes in length and is distributed by Regal.

The Esquire, built in 1921 at a cost of nearly a million, has been sold by American Theatres Corporation to Boston University. The edifice will be used as an art workshop for theatre



Israel "Hymie" Levine, long connected with the industry in New Haven, is to be honored on his 75th birthday with a dinner-dance to be held at the Waverly Inn, Chesire, Conn., on Oct. 7.

dramatics, concerts, TV, and educational courses, and will be the spot for the presentation of plays and musicals for the public. The purchase price is a reported \$100,000. American Theatres Corporation bought the property in 1940 from the State Bank Commissioner, who acquired it from a previous owner through a foreclosure. The house has been on the market for some time, and many localites feel that with the transfer of its title to Boston University, the Esquire can emerge as an ideal spot for the training of the youth of the college in the fine arts.

The need for a better type insurance coverage on contents and other movable personal property incidental to an open air theatre has long been realized by the exhibitor, and as a result, the firm of A. Yarchin and Company has developed a new type of contract covering these problems. This policy had to be approved by the various state departments before it could be written. Twenty states have already approved this policy. This insurance policy is practically an all risk contract and is said to provide greater protection than available under any combination of specific policies such as, fire, extended coverage including hurricane, vandalism, malicious mischief, burglary and theft, water damage, flood, transportation, etc. In addition, this special policy is in most cases less expensive than the total cost of all separate contracts available, it is said. As this policy covers wherever the property may be, such as on the premises, in-transit, and in storage during the closed season, it is no longer necessary to write special coverage during the closed season, it is declared. This policy has been in effect for several months, and has been adopted by many circuits and independents.

Eliminations announced by the Bureau of Sunday Censorship included the following: "The Actress," parts 1 to 9 (Deletions: Dialogue, "If I knew one single man that wanted a mistress, I'd go to Boston and be kept!", in part 6.) Loew's; "The Caretaker's Daughter," parts 1 to 9 (Deletions: Dialogue, words, "Damn it," "Damned," and "Damn," in part 1. Dialogue, word "Damned," in part 2. Dialogue, word "Hell" (twice), in part 8.) Regal; "Zadroniona Milosc," parts 1 to 8 (Polish—See "Forbidden Love") (Deletion: Eliminate scene showing Ladyszynski entering Lulu's cottage, in part 6.) Zygmund Zaporowicz, Dorchester, Mass., and "Forbidden Love," parts 1 to 8 (Polish—See "Zadroniona Milosc") Zygmund Zaporowicz, Dorchester.

Eliminations announced by the Bureau of Sunday Censorship included the following: "The Mistress Of Treves," parts 1 to 9 (Deletions: Cut to flash, scene showing guards having wild party with women, in part 5. Dialogue, ". . . for this crime of Adultery," in part 6. Cut to flash scene showing men and women having wild party, in part 8.) Hub.

Film District

Hugh Owen, Paramount eastern and southern division manager, and Al Fitter, his assistant, were in.

Nathan D. Levin, for 13 years with Monogram, has been promoted to branch manager for Allied Artists in the Detroit exchange. He assumes his new duties on Oct. 7. He will leave first, and then call for his family, consisting of his wife and two sons, when he finds suitable living quarters. Levin started his industry career as a cashier at the Monogram office, and rose through the booking department to selling, where he was city salesman when his promotion came. He is a past president, Motion Picture Salesmen's Club of New England, and a member, Variety Club of New England.

While Benn Rosenwald, MGM resident manager, was out on the west coast for the MGM "See For Yourself" meetings, he was greeted by Mr. and Mrs. Ralph Wheelwright, whose first questions were concerning the Jimmy building and the "Jimmy Fund." They are the parents of a small boy who was a patient at the Jimmy building. Later, Rosenwald learned that the Wheelwrights personally paid all the expenses for the "Jimmy Fund" trailer which is being used in nearly every theatre in New England to solicit funds. The trailer's script was written by Hy Fine, New England Theatres, but was photographed in Hollywood, starring Spencer Tracy.

Phil Lowe, Theatre Candy Company, left the hospital after an attack of pneumonia with a touch of jaundice, and is now recovering at his home.

Nat "One Shot" Ross, who underwent a serious operation at Pratt Diagnostic Hospital, is back with Relston, Inc., theatre candy concessionaire, and is out on the road with general manager Jimmy Godsill.

Ken Mayer, a salesman for U-I for the past six years, resigned to take over the operation of The Glass Hat, a small, intimate night club. He will do the bookings of the vocalists, and handle the entire operation.

New Haven Crosstown

In order to assure purchase of overcoats and rain coats to complete their uniforms, the Auxiliary Police of East Haven engaged in a campaign to fill the Post Drive-In on a night the management had arranged to turn all proceeds from ticket sales over to them for the equipment fund. The auxiliary made a house-to-house canvass distributing tickets.

Herman Levy, general counsel, Theatre Owners of America, upon his return from a month's tour of England and Scotland, stated in an interview in The Bridgeport Herald that he found English movie magnates "cautious" about 3-D films. He said the attitude of the British exhibitor is, by and large, the same as that toward almost all innovations, "watch and wait." He added that what made the English theatre men ultra cautious was the fact that the first 3-D picture shown in Britain was poorly received by patrons, and it is "very difficult



Loew's State and Orpheum, Boston, had these two models carrying a huge imitation book on the subway as part of their recent campaign on Columbia's "From Here To Eternity."

to remove prejudice from the average Britisher's system."

The Fishman Circuit houses were getting wide-screen installations. The Rivoli, West Haven, was having work done while the Dixwell, Hamden, is to follow. H. Cohn's house will have a screen 19½ feet high by 40 feet wide. The Howard, and Lawrence, here, and the Community, Fairfield, are other Fishman houses due for the wide-screens.

H. Cohn, Dixwell, Hamden, contacted school officials so that students would know about "Hans Christian Andersen."

Bernie Goffin, Crown, was a busy fellow when three fashion models from Rome and Signora Micol Fontana stopped off as part of the nationwide tour to publicize "Three Girls From Rome," Crown. He utilized the girls through appearances on the radio and TV stations. Their picture was taken with the Italian ambassador getting a check for the "Jimmy Fund," a nice publicity spread appeared in The Register, and there was a trip around the Yale Campus, a story in The Yale Daily News, and other angles.

Ken Byers, Poli, returned from Vermont. . . . Manager Morris Rosenthal



Recently arriving in Boston on the first leg of a cross-country tour to rally the redheads of the nation, Bethe Douglas, executive secretary, National Organization of Redheads, was greeted by redheaded fans. The organization has designated Piper Laurie, star of U-I's "The Golden Blade," as the "Redhead of the Year" in the first of a series of annual selections.

and assistant Charles Gaudino, Poli, were busy on "Mogambo." . . . The "Return To Paradise" lobby display at the Poli was impressive. . . . Sid Kleper did a nice job with the bally for "City That Never Sleeps."

The Whalley and Whitney announced a tieup with Packard in a contest to give Joan Weldon a new name in conjunction with "So This Is Love." . . . The East Haven Post Drive-In loaned its red fire engine, used for the kiddies, to the Congregational Church of Spring Glen. It also sponsored a soap box derby racer. . . . Tired of seeing the rest rooms marred up with lipstick, one of the drive-ins had the toilet walls painted red. . . . When the bumper theatre advertising strips on cars began to be ripped off, a drive-in manager got around this by offering a guest admission to the driver of the car who came in to the outdoor theatre with the strip intact. . . . Jim Darby, Paramount, has been busy with the "Jimmy Fund" details. . . . Lou Morris, College assistant, has one of the best song record collections in town. . . . Sam Hadelman, Grand, is now sole owner of the dress business which he operates in addition to his nabe theatre.

Meadow Street

Carl Reardon, U-I branch manager, left for Cleveland, his new location. Harold Saltz, sales manager, U-I Philadelphia branch, moved in to fill the Reardon position. John Scully, U-I district manager, was in during the changeover. Reardon received a farewell luncheon at Kaysey's Restaurant at which time branch managers, salesmen, and exhibitors honored the U-I executive.

John Turner, United Artists district manager, was in. . . . Lou Phillips, Capitol Theatre Supply Company, Boston, arranged for the installation of the wide-screen at the New Meriden, Meriden. . . . John P. Curtin, Republic district manager, was in. . . . When George Somma, office manager, was upped to acting manager, Republic, Carolyn Marra was moved to the booker's post and Phyllis Pizzuti was made cashier.

Ben Simon's 20th-Fox branch expected to be in the prize money when the June 6-Sept. 26 drive concluded. . . . Dom Somma, former 20th-Fox booker, visits frequently. He's now an electrician in Wallingford.

Roger Mahon, Waterbury exhibitor, accompanied his son, Roger, Jr., when the young lad registered for his senior year at Villanova University, Villanova, Pa.

The new assistant shipper at U-I is Leon Schwartz. . . . The State, Torrington, upped admissions from 44 cents to 50 cents starting on Sept. 27. . . . The State, Torrington, and Mayfair, Bridgeport, plan Italian films once a month.

Many theatres are back to Saturday matinees for the youngsters, and the outdoor theatres have retaliated with cartoon shows on Friday nights.

In Norwalk, the Empress had a special "Jimmy Fund" kiddies show, sponsored by the Elks Club. . . . The Webb, Wethersfield, gave away comic books to the first 200 youngsters who attended a Saturday kiddies show recently.

Mrs. Mary Ann Marcus, Danbury, who won the "Mrs. Connecticut" title at the Starlite Drive-In, Stamford, and then went on to be runner-up in the "Mrs. America" contest in New Jersey, scored with 65 points in the national tally.

Circuits

Loew Poli

Division manager Harry F. Shaw was in Springfield, Mass., for two days when improvements were made to that house. . . . Publicity director Lou Brown was a speaker at the New London Rotary Club. Incidentally, his daughter, Shirley Lou Brown, was awarded one of two town of Hamden Scholarships to Quinnipiac College. . . . Ruth Bolton and Charlotte Sitzer returned from vacations. . . . Manager Morris Rosenthal, Loew's Poli, New Haven, was ill with the gripe. . . . Floyd Fitzsimmons, MGM publicist, was in for "Mogambo" and "Lili."

Variety Club

Tent 31, New Haven

That the recent benefit boxing show of the tent was a success was noted by the large check of \$1,322 given to The Register Fresh Air Fund at a buffet and cocktail party. Receiving on behalf of The Register, which co-sponsored the boxing show, was Charles McQueeney, managing editor, and Charles Kellogg, sports editor. The presentation was preceded by a get-together. Barney Pitkin was toastmaster of the speaking part of the program, and he introduced Lou Brown, Ray Wylie, Pat Goode, Fire Chief Paul Heinz, Senator Sam Malkin, and matchmaker Charles Brown; Mrs. Morris Jacobson, Bridgeport; John Leary, sports department; Kellogg, who spoke; Syd Jaffe, C. McVey, Boy Scouts; Frank Birmingham, sports department; Sam Germain, Dough Guy and treasurer, boxing show, and also Hymie Levine, dinner-dance, and acting Chief Barker Sam Wasserman. McQueeney spoke, and then followed the presentation of the check from Wasserman. Others assisting included: George Weber, John Pavone, Hymie Levine, Lou Brown, Henry Germaine, Bridgie Weber, Ben Beck, Ray Wylie, Phil Gravitz, Morris Jacobson, Pat Goode, and others. The committee for the Hymie Levine dinner-dance on Oct. 7 had a meeting, and a very good turnout is expected. Those desiring to go to the Levine 75th birthday gathering at the Waverly Inn, Chesire, may contact Sam Germain or other members of the committee.



The Variety Club's William S. Koster, executive director, "Jimmy Fund," Boston, shows Ted Williams, Boston Red Sox favorite, the tabulation of hundreds of letters that recently poured in as the result of a nation-wide TV broadcast at Williams' "welcome home" banquet. The money goes to further the work of the Children's Cancer Research Foundation.

Connecticut

Hartford

A new policy of Friday matinees has gone into effect at the Lockwood-Gordon, Strand, Winsted. The theatre is managed by Mrs. Hazel Florian.

The Hartford Theatre Circuit reopened its 850-seat Art. Pat Buchieri has been named manager, replacing Joseph W. Dolgin, now buying and booking for the Pine Drive-In, Waterbury. The Art is now on a subsequent-run policy in place of the former first-run foreign film schedule.

Lou Cohen, Loew-Poli, was named to a committee in charge of the 75th birthday party honoring industry pioneer Hy Levine at the Waverly Inn, Chesire, on Oct. 7.

Rube Lewis, Loew-Poli Palace stage manager and business manager, Local 84, is back following surgery.

Bob Carney, Loew-Poli, Waterbury, staged a "Tom and Jerry" cartoon program with free "Tom and Jerry" cartoon books. . . . The Sky Vue Drive-In, Torrington, was the first outdoor theatre in Connecticut to close for the season.



At a press huddle at the recent Stanley Warner Theatres' managers meeting at Chesire, Conn., were, at left, Allen M. Widen, The Hartford, Conn. Times, on his left, Si H. Fabian, and Harry Goldberg, national director of advertising and publicity; Sam Rosen, and Nat Lapkin, vice-presidents.

Middletown

Local, state, and International union officials paid final tribute to the late Thomas J. Shea in ceremonies held at the Veterans of Foreign Wars Hall. Mrs. Thomas Shea and Local 375 were given engraved resolutions, drawn up at the IATSE executive board in Las Vegas, Nev. William C. Scanlon, Fall River, Mass., a trustee of the union, and Harlan O. Holmden, Cleveland, who succeeded Shea, made the presentations, with welcomes by Anthony J. Basile, local union head; Frank I. Fitzgerald, business representative, and Harry T. Clew, acting Mayor.

New Britain

Joseph and Mary Tinty leased for 30 years property near the Plainville Stadium to P and H Amusement Corporation, New Britain, building a drive-in on the site. Peter Perakos, Sr., head, Perakos Theatre Associates, is president, P and H. Opening of the drive-in is planned for early spring of 1954, according to Sperie Perakos, general manager.

Top honors in the New Britain men's singles and doubles tennis championships went to Joseph W. Miklos, manager, Stanley Warner Embassy.

Watertown

The hearing in Hartford concerning Watertown's controversy over a drive-in has been postponed indefinitely. The Watertown property owners who have taken a stand against the proposed theatre on the Litchfield Road were assured by Fred Quatrano, contractor, who purchased the land for the drive-in from Eugene Lamphier, Watertown, that no work will be performed at the site until the hearing is held.

Massachusetts

Lynn

Repairs are being rushed on the Warner, damaged by fire. Manager Royce Beckman expects to have the orchestra ready for a show with a new wide-screen on Nov. 1.

The Junior Aid Society ran a cooking schol at the Paramount for the Lynn Hospital. . . . The 101st Engineers loaned 100 running feet of equipment to add life to the presentation of "The Glory Brigade," Paramount. The Staff's Hugh Reagan is an officer in the engineers.

New Hampshire

Concord

Frank K. Eldridge, manager, Capitol, lost his protest against eliminating a sidewalk at the entrance to the theatre. The City Council has voted to build a sidewalk at the street level, which will require patrons to climb steep steps after Main Street is widened.

Meredith

Joseph Kennedy, manager, Key, faced an unexpected problem when the "Jimmy Fund" tag day ran out of tags one and one-half hours after it started. The 500 donors contributed \$76.20. In one week, \$82.43 was collected in the theatre.



NEWS OF THE

Territory

New York City
Crosstown

Masonic services for Bert Reisman, former RKO sales representative in South Africa who died in Johannesburg on Aug. 1, were held at the Kasdan Funeral Parlor, Brooklyn. Burial was in Greenwood Cemetery, Brooklyn.

Berk and Krungold, real estate brokers, sold the 900-seat Forum, Metuchen, N. J., to a corporation headed by David Snaper. The Forum property was owned by Monseigneur Enterprises, Inc., headed by Jack Davis, an English citizen and a resident of London, England. The Snaper interests own and operate six other theatres in central New Jersey, and recently purchased the Palace, Netcong, N. J., through the same brokers.

Mrs. Betty Landau, mother of Cyril S. Landau, U-I attorney, died at the age of 77 in Jersey City, N. J., after a brief illness.

"Curtain at 8:40," the program used by the Walter Reade Theatres to present "art" type films in communities away from New York City which normally would not support these pictures, will be launched on Oct. 14 for the third successive year at eight of the circuit's New Jersey and upstate New York towns. The series will be conducted at the Paramount, Long Branch, N. J.; Community, Toms River, N. J.; Carlton, Red Bank, N. J.; Majestic, Perth Amboy, N. J.; Paramount, Plainfield, N. J.; Community, Morristown, N. J.; Kingston, Kingston, and the Community, Saratoga Springs. This year, for the first time, the circuit plans to present two series of six weeks, the second to start in January or February.

The newly organized women's committee of the Variety Club Foundation to



This was the scene when Van Heflin, appearing in a stage play at Walter Reade's Savoy, Asbury Park, N. J., made a quick trip to Trenton, N. J., for a personal appearance at the circuit's Lawrence Drive-In, where Paramount's "Shane" was showing. He was interviewed at the radio station, and greeted patrons, and distributed autographed photos at the drive-in. Seen, left to right, are Paul Petersen, assistant general manager, WRT; WTTM announcer; Heflin, and Don Iogha, manager, Lawrence Drive-In.

Combat Epilepsy honored Sophie Tucker at a cocktail party and tea at the Variety Club headquarters, on Sept. 28. Carmel Myers Schwalberg acted as hostess for this occasion. The Women's Committee, open to all interested women, will act as an auxiliary to the Heart project of Tent 35, to assist in fund-raising and the correction of public misunderstanding. Arrangements have been made for the women's committee to have the use of the club headquarters every Wednesday. Membership is \$10 annually.

Harry Brandt, president, Brandt Theatres, will be honored for "his efforts in the fight to protect American democratic liberties" by the motion picture division, Joint Defense Appeal, in conjunction with Cinema Lodge, B'nai B'rith, at a dinner on Oct. 21 at the Hotel Waldorf-Astoria. The announcement was made by William J. German, W. J. German, Inc., general chairman, JDA amusement division.

Alfred Crown, RKO foreign manager, planned for London, starting a tour covering the company's offices in Great Britain, Europe, and the Near and Far East.



Miss Jeremyn Davern, the purchaser of the 500,000th ticket at the Capitol to see Columbia's "From Here To Eternity," was recently presented with a corsage by Harry Greenman, managing director, plus guest tickets to see the next film.

Betty Hutton will return the RKO Palace to its policy of big name shows on Oct. 14, it was announced by William W. Howard, vice-president, RKO Theatres, and the William Morris Agency. She will appear for a limited engagement, and all seats will be reserved.

E. R. Zorogniotti, executive vice-president, IFE, planned to Rome for a four-week trip to consult with IFE executives and also for the purpose of viewing films in production.

"Something Money Can't Buy" and "The Gentle Gunman," two J. Arthur Rank Organization films, had their American premieres simultaneously in seven theatres in the Greater New York area, the RKO 81st Street, 68th Street Playhouse, Symphony, and the 8th Street Playhouse, Manhattan; the Vogue and the Astor, Brooklyn, and the Austin, Kew Gardens. U-I is releasing.

Basil T. Wedmore, Westrex Corporation, left for the Far East where, at the request of 20th-Fox, he will assist the staffs of theatre owners and of supply dealers in the installation and adjustment of the picture and sound projection equipment required for the new CinemaScope presentations.

A daughter was born to Leon and Mimi Roth at Madison Avenue Hospital. The child, Nancy Margaret, is their third. Roth, assistant publicity manager for United Artists, was recently appointed west coast coordinator of publicity for the company.

Jeff Livingston, U-I eastern advertising manager, along with Charles Simonelli, eastern advertising and publicity department manager, returned following a series of meetings with studio executives.

Cinema Lodge, B'nai B'rith, will pay tribute to Sophie Tucker at the Hotel Astor tonight (Sept. 30) before an invited audience of industry representatives, members of the lodge, and their guests. Burton E. Robbins, is president. The Cinema Lodge tribute to Miss Tucker is one of a series being accorded the entertainer, who is celebrating her golden jubilee in the entertainment business this year. Harry Brandt will



Oscar Homolka, featured in Stratford's "Mr. Potts Goes To Moscow," recently arrived in New York City to attend the premiere at the Little Carnegie, and shown with him is Stanley Rosenthal, managing director.



This window display devoted to 20th-Fox's "The Robe" was recently presented at the Fifth Avenue, New York, offices of the Grace Line. Photographs from the first CinemaScope production and credits to the Roxy also highlighted the window.

present the Cinema Lodge "Honor Scroll" to Miss Tucker for her years of service to interfaith and charitable causes. Sidney G. Kusworm, Cincinnati, national treasurer, B'nai B'rith, and a long-time friend of Miss Tucker, will be the principal speaker.

The National Television Film Council will pay tribute to Mel Gold, founder, past president, and currently chairman of the board, at the Melvin L. Gold testimonial luncheon at the Warwick Hotel, today (Sept. 30) in recognition of his leadership of the council and his many contributions to the film and television industries. Heading the roster of speakers will be Edwin H. James, senior editor, Broadcasting magazine, with Dr. Alfred N. Goldsmith as presiding toastmaster.

George Weltner, president, Paramount International, returned from Hollywood. . . . Sid Blumenstock, Paramount assistant national director of advertising, publicity, and exploitation, arrived from Hollywood.

The appointment of Joseph Wohl as Republic's New York branch manager was announced by C. Bruce Newbery, director of sales. Wohl, who had been assistant branch manager, had previously been with Republic Pictures International. His appointment follows the resignation of William P. Murphy.

Montague C. Morton, managing director in Great Britain for United Artists, departed for London following a combined business-vacation visit.

Berry Greenberg, home office sales representative, Warner Brothers International, returned after a tour of the company's offices in Australia, New Zealand, and all of the Far East.

Tieups between the fashion field and the motion picture business were demonstrated when three beautiful Italian starlets exhibited some of the creations of Rome's famous Fontana before an approving audience at Arnold Constable. The girls were here in connection with the soon to be released IFE production, "Three Girls From Rome," which has as its background one of the exclusive couturier shops on the Piazza da Spagna. Another innovation in department store selling was seen when Vyvyan Donner, woman's editor, Fox-Movietone News, showed the 20-minute color fashion film which she produced and directed. The 16mm. Kodachrome film, produced for Carolyn Fashions at a cost of \$10,000, is intended for exhibition in 35 department stores in connection with the sale of creations shown in the film. Miss Donner undertook the project when a test film distributed last spring proved successful in encouraging purchases as well as economy over live fashion shows for department store owners.

Herbert Wilcox arrived, and left for Republic's North Hollywood Studios and conferences with President Herbert J. Yates. . . . The Eric Amusement Corporation has taken over the Empire, with Brandt doing the buying-booking.



"The Robe," 20th-Fox's first Cinemascope feature, recently scored a billboard posting first at the General Outdoors Advertising sign, Broadway and 46th Street, New York, where four 28-sheets heralding the film were put on display, the first time this sign has been devoted to a single attraction.

Roland A. Colistra, comptroller, Westrex Corporation, is now en route to Tokyo to discuss financial matters with the staff of Westrex Corporation's subsidiary in Japan.

Altec executive vice-president H. M. Bessey was on a trip to Illinois, Indiana, and other midwestern states. . . . A son, Michael Jeffrey, was born to Herbert T. and Lorraine Schottenfeld at Bronx Hospital. The child is their first. Schottenfeld is a member of United Artists' legal department. . . . The American Theatre Wing, Inc., will receive the proceeds from a benefit premiere of "The Actress," scheduled for Oct. 11 at the Trans-Lux 60th Street.

New Jersey Asbury Park

The appointment of Harold C. Burke, former vice-president and director, Hearst Radio, Inc., and manager, WBAL and WBAL-TV, Baltimore, Md., as managing director, WRTV, Channel 58, "The Walter Reade Theatre of the Air," was announced by Walter Reade, Jr., station president. The station, now under construction at the Eatontown Drive-In, Eatontown, N. J., has a target date of early December for test pattern



These eight-foot cutouts of Jane Russell and Marilyn Monroe made an attractive display recently for 20th-Fox's "Gentlemen Prefer Blondes" at the Mayfair, Asbury Park, N. J. Manager Bob Hynes got even more publicity, however, when both figures were stolen.



Among the galaxy of celebrities attending the recent world premiere of 20th-Fox's "The Robe" at the Roxy, New York City, were, left to right, Sir Percy Spender, Australian ambassador to the United States; Mrs. Charles Einfeld, wife of the 20th-Fox vice-president; Richard Malcolm; Lise Einfeld, and Mrs. Unger.

operation. Primarily covering Monmouth, Ocean, and Middlesex Counties, WRTV will be received in Staten Island, lower New York, parts of southern Long Island, and north Jersey.

Long Branch

A shirt literally stolen off a "dead man" got Fred Bartholdi, manager, Paramount, some front page publicity for a midnight stage horror show, "Horrors of the Orient." Bartholdi had a coffin placed in the lobby, and dressed up a store dummy to go inside the box. A few days before the show, Bartholdi noticed someone had stolen the newly-purchased shirt off the dummy. A quick phone call to the police department, and to The Daily Record resulted in a front page tongue-in-cheek newspaper item.

New York State Albany

The Appellate Division, Third Department, heard arguments in the petition by Broadway Angels, Inc., for a review, under Section 78 of the Civil Practice Act, of the Board of Regents' determination that "Teen Age Menace" cannot be licensed in New York State because it would "incite to crime" and would "tend to corrupt morals."



Staff Sergeant Alfred Orosco, right, and Captain James North, Jr., both with an enviable record of air-sea rescues to their credit, were recently greeted at the Paramount, New York City, by manager Robert Shapiro at the premiere of Warner's "Island In The Sky."

Herman Ripps, assistant eastern sales manager, MGM, was in here and in Gloversville to meet with executives of the Schine Circuit.

Albany Royal Theatre Corporation changed its capital stock from \$2000, \$100 par, to 2800 shares, no par. It is a Hellman affiliate. . . . Tri-State Automatic Candy Corporation announced, from Buffalo, the prizes for concession sales on a per car basis in drive-ins, John Gardner's Turnpike finishing first and Louis Goldstein's West Rome Drive-In ranking third. Gardner won a wrist watch, while Alfred Russ, stand manager for Tri-State, won \$100 cash. Goldstein, erstwhile assistant chief buyer-booker, Schine Circuit, was rewarded with a cigarette lighter, and the woman manager, \$25. Tri-State President Irving Fried arrived by plane a short time after a twin-engined American Airlines plane rammed into two 376-foot towers of the Schine-owned WPTR, at the transmitter site near Stop 18, Albany-Schenectady Road.

Two new advertising hooks were used by drive-ins: "Only Stage Show in Town," by Donald Hallenbeck, for personal appearance of the "WGY Radio Ranch" at the Indian Ladder Drive-In, New Salem, and "Free Gas For Your Car If The Temperature Goes To 50," by John Gardner, at the Turnpike Drive-In, outside Albany.

The five Appellate Division judges viewed a special screening of "Teen Age Menace" before the case was argued by Phillip F. Barbanell, attorney for petitioning Broadway Angels, Inc., and by Dr. Charles A. Brind, Jr., counsel, Regents and State Education Commissioner.

"Well deserved" was The Times-Union's characterization of the award given to G. David Schine, Gloversville and New York, by the American Jewish League Against Communism. The editorial pointed out that the young man is Senator McCarthy's chief consultant on the Senate Investigations Committee, and that "working without salary, Schine has done an excellent job rooting out subversives in the government and exposing waste of federal funds in such projects as the Voice of America." Schine, graduate of Harvard University and a World War II Army transport officer, is president, Schine Hotels, and executive vice-president, Schine Enterprises.

Buffalo

Joe Lebowitz, 20th-Fox exploitation representative, was in to work with Eddie Meade, Shea's Buffalo publicity and advertising director, on an extensive campaign for "The Robe," Buffalo.

Lou Jaffe, Shea's Bellevue manager, spent his annual vacation with his family in New England. George Hall, Shea's Lackawanna manager filled in. . . . The Center had the theatre TV telecast of the Marciano-La Starza championship bout, the only theatre TV of the fight in western New York, the nearest other spot being Erie.



Nicole Maurey, French star, who plays opposite Bing Crosby in Paramount's "Little Boy Lost," is greeted on her recent arrival at New York's Idlewild Airport by J. Clifford Stark, president, Overseas Press Club, who handed her two tickets for the premiere of the film at the Rivoli, proceeds going to the club's Memorial Building Fund to honor the 60 war correspondents who died in World War II and Korea.

Lester Pollock, manager, Loew's, Rochester; Michael J. Mungovan, stagehands union official, Loew's, Rochester; Jay Golden, district manager, RKO Theatres, and Francis Anderson, UPT city manager, are on the citizens' committee working on the annual stage show for the fireman's benefit fund to be held in the Eastman, Rochester.

Rochester's premiere of "The Robe" is set for Oct. 21 at the Palace. . . . Sam Slotnick, Rube Canter, and Sam Gandel were in visiting. . . . Kenneth Reuter is the new clerk in the booking department at Paramount.

Edward J. Wall, Paramount publicity representative, was in for "Roman Holiday," Center.

Leon Herman, Republic branch manager, attended a sales meeting in New York City. . . . A variety shower in honor of Catherine Turano, booker, Republic, was held at the Stonecroft Hotel. She will be married in October.

Nat Marcus, Warner branch manager, and Mrs. Marcus announced the engagement of their daughter, Anita, to Julius Kutner, nephew of Al Pierce, owner, Elmwood.



This display in an auto show room window in New York City, in connection with WB's "So This Is Love," Normandie, was one of many obtained for Armour-Warners contest to rename Joan Weldon.

The first presentation of Carl Dudley's Vistarama featurette, "Aloha Nui," was held at the Center, where it opened as an extra attraction with "Roman Holiday." Arrangements were made by Edward L. Hyman, vice-president, AB-PT, during a visit.

Federal Court Judge John Knight ordered the postponement until Oct. 21 of the hearing on an appeal of the Schine Circuit to extend the time within which the corporation must dispose of 25 theatres according to terms of a court decree of June 24, 1949. The circuit was defendant in an anti-trust action, and was ordered to dispose of 39 theatres within three years. An extension was obtained after disposition of 14.

John P. Byrne, eastern MGM sales manager, was in on a tour of branches under his supervision.

G. David Schine, son of J. Meyer Schine, Schine Circuit, and special consultant to Senator Joseph R. McCarthy's permanent investigating subcommittee, received a citation from Alfred Kohlberg, national chairman, American Jewish League against Communism.

"Lydia" had its first local showing since re-release at the Allendale.

—NEDRA GRAY

Glens Falls

George Pugh, Schine's Rialto, is laying plans for his annual "Welcome Santa Show," on Nov. 27, a special morning show with Santa Claus on stage. A local toy store will give many gifts to boys and girls.

Ogdensburg

Local kids are having a chance at performing on the air thanks to John Langford, who promoted a kiddie amateur hour from the radio station and merchants. It will run for 13 weeks. The program takes place on the stage of Schine's Strand each Saturday from 1 to 2 p.m. A local western band under "Tex Montana" is on hand each week, and he also acts as m.c. of the activity, which is plugged by the station at least 10 times per day at various intervals. The show itself is tape recorded, and replayed on the kiddie programs the



Boy Scouts Barry Beeber and Bob Brand help set up a complete tent and camping equipment display in the rotunda of the Roxy, New York, for the recent opening of 20th-Fox's "Mister Scoutmaster."



"This Is Cinerama," Warner, recently played host to the men of the HMCS "Magnificent" and "Quebec" during their recent visit to New York City. The idea for entertaining the Canadian navy men originated with consul general Ray Lawson, who negotiated for the special performance with Lester Isaac, general manager in charge of exhibition.

following week. All the cost is handled by the station, as well as the arranging of the show each week and the prizes. The only cost to the theatre is a cartoon each week and a slight labor charge for opening the theatre at an early hour each Saturday.

Perry

Norm Williams, Auditorium, lined up a giveaway of a new sewing machine with all attachments, plus 15 discount coupons to be used in the cooperating merchant's store. The retail value of the machine is \$199.50. Even the display signs were furnished by the merchant. The only cost to the theatre was for one-inch additional space in each of the weekly newspapers.

Rochester

The area's sixth drive-in, the first within the city limits, is slated for construction this fall, and the S. and P. Drive-In Corporation, headed by Sam Solone, expect to have the spot ready for opening in May. It will accommodate 700 cars, and have 300 covered seats for walk-ins. The City Zoning Board has granted the corporation an exception to the zoning rules governing the area involved.

Schenectady

Ellis Eisenstein assumed operation of the Colony from John Gardner. It is a second-run. Gardner, son of a pioneer Albany exhibitor, still owns the Turnpike Drive-In, outside Albany. . . . The Scotia, Scotia, celebrated a fall re-opening.

Syracuse

Sam Gilman, manager, Loew's State, is making a city-wide civic event out of the world premiere of MGM's "Torch Song" on Oct. 1. Everybody from Joan Crawford's fan club to newspaper publishers, the mayor, Syracuse University, merchants, and radio-TV are promoting the special engagement, and starting a movement to attract more world premieres to Syracuse. Oscar A. Doob, special representative, MGM Pictures,

EXHIBITOR

EYEING THE Exchanges

NEW YORK — Columbians are again opening their purse strings to contribute to a fund to buy memberships in the YMCA for underprivileged children. Clerk Frances Taylor, who inaugurated the drive, collected enough to offer 11 children a year's membership. This year, she hopes other industryites will join in the drive and increase the number of children who can have the advantage of the Y activities.

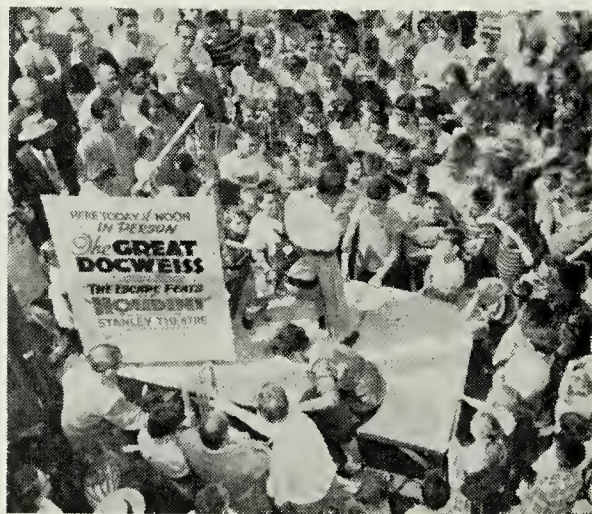
MGM — Print booker Herman Garris was enjoying a boating vacation. . . . Bookkeeping machine operator Mary Mayham and husband marked their fourth year of married life. . . . The vacation list included Josephine Radice, and Marvin Rochelle. . . . The new secretary to the head booker is Helen Cordova.

REPUBLIC — Mary Nicolaou, secretary to branch manager, was sick. . . . Jarad Millan, 16mm. salesman, was away on a business trip.

COLUMBIA — Back to school week saw many of the office people heading for evening school. Typist Frances Taylor will be continuing her lessons in modern dance at Katherine Dunham's school. Accounting clerk Norman Rubin started work on his BA degree at CCNY, and print booker Stanley Birnbaum registered again for courses at CCNY, also aiming for a business degree. . . . The new cashier, Irving Spanier, comes from WB's home office auditing department. . . . Accounting clerk Norman Rubin bade his girl, Roslyn, good-bye as she left to study at the University of Connecticut. . . . Birthday greetings were re-

and Arthur Canton, MGM division publicity representative, spent several days planning the campaign with manager Gilman.

To exploit "The Moon Is Blue," Paramount, blue moon discs, printed on both sides, were hung on car door handles in parking lots and on city buses. A blue moon prop was made up so that the person carrying it as street ballyhoo would be inclosed in it. On the face of



Arthur Manfredonia, manager, Stanley, Jersey City, N. J., had the above unique stunt carried out recently at Journal Square in connection with Paramount's "Houdini."

ceived by IBM operator Lorrain Staton, who returned from Augusta, Ga., where she visited with her husband, stationed with the army.

ALLIED ARTISTS — Everyone is preparing for an ambitious season with the "Nat Furst Drive" set to be launched on Nov. 6 to run until the end of January.

RKO — New Jersey booker Charles Raffaniello was back from his vacation. . . . Also returned were Philis Friedman, contract clerk, and Ethel Curtis, typist. . . . Sadie Castanza, cashier department, and Ruth Hirsch, stenographer to the sales manager, got their tickets, and all preparations are made for the October trip via plane to California. . . . Boxoffice clerk Phil Heydeck had a birthday. . . . Sylvia Reiss resigned.

20TH-FOX — Violet Goldstein, 47, mother of former film room employee Jerry Goldstein and sister-in-law to secretary Bess Goldstein Allen, died suddenly.

UNITED ARTISTS — Statistician Rosalind Fillen helped son, Teddy, celebrate his birthday. . . . A new typist is Phyllis Sondak.

PARAMOUNT — Switchboard operator Pearl Affissio marked off another year. . . . Boxoffice clerk Eve Dryer is decorating her newly found apartment.

RAMBLIN' 'ROUND — U-I's print booker Donald Schwartz was vacationing. . . . Favorite salesman Irving Wernick expressed his gratitude to everyone who sent their well wishes, cards, and gifts while he was in the hospital. . . . Booker Gloria Korn restyled her hair. . . . Carol Ehmer, receptionist, Rugoff and Becker, spent a day touring Washington, D. C., with her fiance.

—J. A. D.

the moon were cutouts of the stars sitting on a moon, with just the theatre and playdates in letters.

Utica

For the first time in the history of this upstate New York city a motion picture was held over for more than three weeks when Columbia's "From Here To Eternity" began the fourth week at the Kallett Circuit's Uptown.



Three weeks before the recent opening of Columbia's "From Here To Eternity," Loew's Rochester, Rochester, boosted the film with window displays as shown above.

Record Turnout Due At Philly Golf Fete

PHILADELPHIA—A record turnout is expected at the Llanerch Country Club for the annual golf tournament of Variety Club, Tent 13, on Oct. 2.

For non-duffers, there will be a gin rummy tournament, and the rest of the program arranged by co-chairmen Harold D. Cohen and Bernard Seidman includes cocktails and a dinner-dance, where guests will have their choice of steak or lobster. Music and entertainment will be furnished by Joe Singer and Orchestra.

The industryites will vie for more prizes than ever before in the tournament's history. Awards will go to golfers with best score, handicap, hole-in-one, and longest drive, as well as to gin players and door prize winners.

The fee is \$13.50, plus \$6.50 for the distaff side of the family.

NEWS OF THE

Territory

Philadelphia Crosstown

Bids for bar and restaurant concessions at the new International Airport terminal building were being studied by city officials. Airport director Louis R. Inwood said the highest bidder was Berlo Vending Company, with an offer of \$8,816 per month.

The City Revenue Commissioner's report indicated that amusement tax collections for the eight-month period was \$1,828,984.14, compared with \$1,908,042.71 for the same period the year before.

The SW Lansdowne reopened.

Ellis Theatres relinquished operation of the Dante on Sept. 26. The house will now be operated by Joseph Lombardi, owner and local builder.

The death of Edwin Schweriner, prominent insurance man who had once been active in the industry, was mourned by his many friends. He was 55. At one time, he had been with Sentry Safety Company and also was active in the operation of the Carman. Following a heart attack, he had become a patient in the Einstein Medical Center, Northern Division. Surviving are his wife, Yvette; a son, Edwin, and a daughter, Mrs. Doris Silvers.

The Greenway closed. Paul Resnick is now looking for a post. . . . Nicole Maurey, in Paramount's "Little Boy Lost," was in for television, radio, and newspaper interviews.

Frank "Bunny" Allen, who conducted the safari for MGM in the production of "Mogambo" in Africa, was in accom-

"Robe" Philly Bow Sets New High

PHILADELPHIA—One of the biggest and most colorful premieres ever held in this city took place when 20th Century-Fox's "The Robe" in CinemaScope made its bow at the Fox on Sept. 24 before an invited audience of stars and social and civic personages with unprecedented newspaper, TV, and radio coverage in past weeks, and a gala kleig-lighted affair in the Hollywood tradition.

Stations WFIL-TV and radio, in a special theatre-front simulcast, beamed highlights, including celebrity interviews and descriptions of the throngs.

Newsreels and newspaper photographers also recorded the arrival at the theatre of guests, assembling from all parts of the state.

Handling the campaign were Harold Seidenberg, Fox managing director; Harry Freeman, theatre publicist; 20th-Fox area exploiter Hal Marshall, and associates, with Ira Tulipan, 20th-Fox home office, and Nick John Matsoukas, in from New York, along with Dick Dickson, National Theatres.

Other home office officials of 20th-Fox were also on hand.

The theatre's first showing was at \$5.20 top, but the highest admission the rest of the time will be \$1.80.

panied by Morgan Hudgins, MGM studio staff, who acted as publicity unit man for the company while on location. Allen held interviews with newspapers, TV, and radio.

In a bulletin of Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., Sidney E. Samuelson, president-general manager, stated that in order that exhibitors should not be billed for the one per cent Pennsylvania sales tax, it is necessary to sign the blanket exemption certificate mailed to theatres by film companies. He urges that the forms be signed, and returned to the individual distributors. In connection with admission taxes, Samuelson points out that a new Pennsylvania law provides that effective at the end of the current tax year, taxing districts, including municipalities and school districts, must reenact the local tax law each year if it is to remain effective. This gives exhibitors an opportunity to argue against the reenactment of the onerous admission taxes whenever the new budget of any taxing district is being considered. The new state law does not apply to the City of Philadelphia.

Vine Street

Nat Abelow, Exchange Finance Company, was operated upon at Jefferson Hospital, which will necessitate a considerable rest before he returns.

Charles Beilan's all-media drive from Aug. 30-Dec. 26 is in full swing at Warners, with the branch manager urging everyone to book product whether in WarnerScope, 3-D, WarnerPhonic Sound, 2-D, WarnerColor, Warner shorts, Warner Pathe News, etc.

Mary Fox, Republic cashier, was on a Canadian vacation. . . . Bride of the week was Kathleen Devlin, UA biller, who wed James Gannon at St. Timothy's Church, and was honeymooning in Canada. . . . Columbia branch manager Lester Wurtele was on vacation and was moving into his new home.

John Sloan, Columbia shipper, was on the sick list. . . . Columbia booker Benny Rosenthal was on vacation. . . . Mabel Daniell, Columbia clerk, was also on her time off. . . . After seeing 20th-Fox's "The Robe" in CinemaScope at a special screening at the Fox, exchange employees were busy making up pools as to the first week's gross and the length of the engagement.

Sid Kramer, RKO short subjects sales manager, was in for a visit and conference with branch manager Charles Zugrans.

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Eugene Mori, the Vineland, N. J. exhibitor and race track mogul, was in the hospital for observation. . . . William Humphries, prominent upstate exhibitor, became a grandfather again when his daughter, Hope, gave birth to a son.

Clarification of the state sales tax as it applies to paper and accessories is as follows: If the paper or other material is rented and returned, there is no tax, but if it is leased or purchased outright, and is not returned, there is a tax. The same thinking also applies to trailers.

Circuits Stanley-Warner

Helene Carp, secretary to Herman Levine, is all smiles these days. She is engaged to be married. . . . Wedding bells rang for Bill Yurasko, out-of-town

booker, and Ruth Murphy, formerly of Stanley Warner. They were married last weekend. . . . It's a little girl for Jean Trelease, who used to work in the contact department. . . . Henry Endress, co-producer, "Martin Luther," was in Philadelphia for TV, radio, and press interviews. Al Plough, manager, Stanton, arranged a whirlwind schedule for his one-day stay.

District of Columbia Washington

Harry Goldstein, Allied Artists eastern publicity manager, was in accompanying Oscar Homolka, who made a personal appearance at the MacArthur in connection with "Mr. Potts Goes To Moscow."

Principal speakers at the annual business promotion session of SW Theatres were SW vice-president Samuel Rosen and Harry Kalmine, SW vice-president and general manager. The meeting was attended by managers from Maryland, Virginia, and the District of Columbia. Both spoke of "The Big Job Drive," in which SW managers will participate. George Crouch, Washington zone manager, conducted the meeting, held at the Shoreham Hotel. Other home office representatives addressing the meeting were Harry Goldberg, advertising manager; Nat Fellman, circuit film buyer, and Carl Siegal, head, concessions. Other speakers were Frank LaFalce, Louis Ribnitzki, A. Julian Brylawski, E. N. Read, and C. E. McGowan.

RKO Keith's played host to Vice-President and Mrs. Nixon, their two children, and three small neighbors. The three-hour, all-Disney bill kept the Nixon party happy from start to finish, and the Vice-President remarked that he had not been to the movies, well, he allowed, in almost a year.

Bob Johnson installed 3-D equipment in his Glen Drive-In, Mechanicsville, Pa. . . . Floyd Hart opened his new Starlite Drive-In, Greenville, Va., for 150 cars. . . . Jack Jackter, Columbia salesman, weekended with his family in New York.

Mrs. Grace Fisher has taken over the Maryland, Cumberland, Md., from the Elmart Circuit. Mrs. Fisher, a pioneer in the industry, formerly operated the Maryland before leasing it to Elmart. Mrs. Fisher closed down for a few days for some slight renovations.

Claude Ringer, Columbia's head shipper, returned from a vacation. . . . Al Sherman, Georgetown, D. C., visited New York. . . . RKO branch manager Joe Brecheen accompanied salesman Elbert Grover on a trip to Baltimore, Md. . . . Clark Connellee, New, Aberdeen, Md., advised that he is getting his shotguns readied for the forthcoming duck hunting season.

The Pix is coming back to life after summer months of weekends only. The house is now open from 5 p.m., with midnight shows every Saturday. . . . The Metropolitan begins its "cream of the crop" inheritance from the Warner with "The Moonlighter." . . . "The Beggar's Opera" will play the Roth Circuit's Silver

Spring and Plaza on a day-and-date basis, two shows daily, and a reserved seat policy.

MGM — Southern division manager Rudolph Berger is now making a tour of his exchanges. . . . Branch manager Herb Bennin visited several theatres holding trade-showings on "Mogambo" and "Take The High Ground." . . . Jack Dean, booker, had a vacation in New York. . . . Anna Ridgely took a quick trip to Conway, Ark., to visit her son, Howard. . . . Charles Bell, home office representative, was in. . . . "Happy birthday" went to office manager Joe Kronman.

Sam A. Galanty, Columbia's mid-east division manager, planed to Cleveland for sales huddles with branch manager Oscar Ruby. . . . Seymour Schussel, IFE eastern division manager, accompanied salesman Mike Seigel on a trip to Philadelphia to visit the Stanley-Warner office.

DISTRICT THEATRES — Lucille Brown, booking department, vacationed with her family in Colonial Beach, Va. . . . The Hill, Baltimore, will reopen on Oct. 1. . . . Fritz D. Hoffman, Sr., treasurer, was vacationing at his home in Southern Maryland. . . . General manager Clark Davis visited New York to take in "The Robe." . . . Head booker George Wheeler returned from his vacation in Miami Beach, Fla.

WARNERS—"Happy birthday" went to Ethel Risdon, head booker. . . . Sales manager Ben Bache was in Richmond, Va., visiting the Neighborhood Theatre, Inc., Circuit.

Seen booking were: Alex Ravdin and Ivan Rosenbaum, Neighborhood Theatre, Inc., Richmond, Va.; Sam Sattler, Hiway, Essex, Md.; Stu Thomson, Rendezvous, Hampstead, Md.; Jack Whittle, Avenue, Baltimore, Md., and Lou Bachrach and Herman Hable, Palace, Winchester, Va.

Sue Moreau, PBX operator at Columbia, was married to Tommy Vaughn of the navy. The wedding was held in Arlington, Va., and, the happy couple honeymooned in the Blue Ridge Mountains of Virginia.

—FREDDIE S.

Delaware Wilmington

The Wilmington Sunday Star's "Movie Time Table" has been dropped. . . . Roy C. Hurd, one time motion picture editor, The Sunday Star and for the past four years a Wilmington Record staffer, will on Oct. 1 join the Sciarra-Stanley Advertising Agency operated by Stanley A. Damiecki, who until recently handled theatre advertising for The Sunday Star, and Domic T. Sciarra. . . . Earl Sitlinger, assistant manager, Loew's Aldine, resigned. . . . Mel Geller and Sam Taustin, Brandywine Drive-In, announced that the Wilmington Speedway adjoining the theatre will continue its Sunday night auto racing format for the remainder of the season.

—H. L. S.

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Maryland

Baltimore

The Maryland State Board of Motion Picture Censors denied it was in contempt of court for refusing the license for "Street Corner." A contempt citation against the board had been sought by counsel for the film's distributor on the grounds that City Court Judge Herman Moser ruled that "Street Corner" was a scientific, educational film, but the board then refused to issue a seal of approval. In answer, board chairman Sidney Traub contended that when an agent for the distributor applied for the seal, certain deletions upheld by the court had not been made.

Rodney Collier, Stanley manager, is quite proud of a complete sellout for the Marciano-La Starza fight telecast. . . . John Alderson, manager, Centre, resigned to become general manager of a commercial concern.

Bob Kanter closed his Astor, and the property is offered for sale. . . . Harry Welch, Mayfair publicist, was recovering from a throat infection. . . . Walter Gettinger, Howard owner, visited grandparents in New York. . . . Pickets from the projectionists' union finally were missing from in front of the Mayfair after months of marching.

Bob Rappaport, Town, spent the weekend visiting relatives in Atlantic City. . . . Fred Schanberger, Jr., Keith's, drew many important personalities for his preview of "Little Boy Lost." . . . Frank J. Durkee, Sr., Durkee Enterprises, reopened his city home after a summer at his estate along the Severn River.

—G. B.

Cambridge

For "Gentlemen Prefer Blondes," Schine's Arcade, Sam Newman had a girl picket wearing a bathing suit parading in front of the theatre carrying a sign reading: "The title of this picture is unfair to brunettes and redheads."

Easton

Jack Largent, Schine's Easton, started a Saturday matinee Kiddie Klub, the main attraction of which is the showing of the new Columbia serial, "Great Adventures Of Captain Kidd." He is going all out to call this club the "1-2-3 Club," and will arrange a few gimmicks for on stage so everyone can get in on the fun. He is working with the manager of a store to award a few prizes. He will also have a door prize. Heralds are being distributed in all schools.

Leonardtwn

During the St. Mary's County Fair, the Park and Plaza, Lexington Park, Md., and the New and St. Mary's, Leonardtown, had a large bannered truck in evidence.

New Jersey Millville

The Sunday movie question will again be voted on at the Nov. 3 election, following certification of a petition on the issue.



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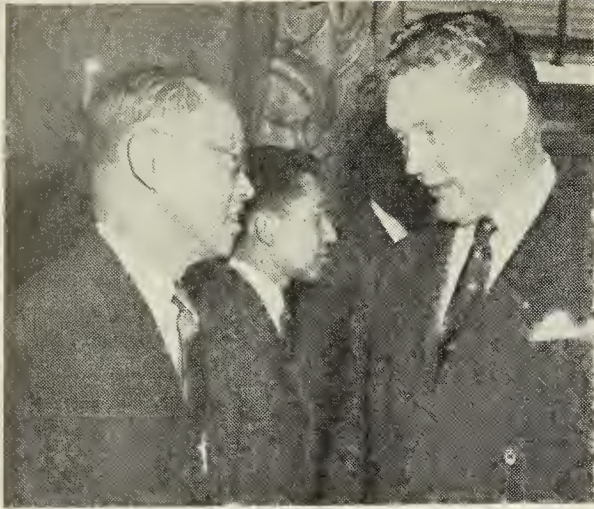
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Crown Prince Akihito of Japan, who was recently tendered a reception at the National Press Club, Washington, D. C., is seen above with Ambassador Araki, Japan, and Orville Crouch, Washington's MGM studio representative.



Paul Klieman, Philadelphia exhibitor, is seen with Fred MacMurray and Van Johnson on Columbia's "The Caine Mutiny" set upon the occasion of his recent visit to Hollywood and certainly enjoyed himself.

Several hundred ministers and leading laymen of the Harrisburg district attended a preview of "Martin Luther," Senate, upon invitation of B. J. Bispeck, manager.

Reading

More than 300 clergymen and laymen active in church work attended a preview in the Warner of "Martin Luther," on invitation by Birk Binnard, manager.

The Mount Penn Drive-In closed. . . . The Reading Fair, operating two Sundays and six week days, chalked up an 11 per cent drop in total attendance for the season, although there was only one period of rain in the eight days, and that late at night. Gross attendance, including all admissions, was 286,732, against 1952's 321,814. The drop is lending point to predictions that country fairs are on the way out.

Scranton

The Park has been taken over by the Engel Brothers, Temple, Pa. . . . The Bulls Head closed.

Virginia

Richmond

Oscar A. Doob was assisting on the world premiere campaign for MGM's "Torch Song," Loew's.

Announcement was made of the forthcoming marriage of Miss Nancy Lee Passloff, Kew Gardens, L. I., to Morton G. Thalhimer, Jr. The wedding will take place in November. Thalhimer is an executive of Neighborhood Theatre, Inc., of which his father is president.

The local office of Berlo Vending Company has been moved into a new building at 1217 School Street. . . . A special screening of "From Here To Eternity" was held at the Westhampton.

Robert Eagan, National manager, for the Marciano-La Starza televised fight, received orders for tickets from all over the state. The only other theatre carrying the fight in this section was the Fabian Drive-In near Norfolk. . . . The Byrd CinemaScope installation is now ready for showing of "The Robe," scheduled for October.

Dan Wilkinson, advertising manager, Neighborhood Theatre, Inc., and his wife spent several days in Norfolk. . . . Floyd Stawls, publicity manager, Fabian Theatres, also spent his vacation in Norfolk. . . . Fred Rohrs was a visitor. . . . Clifton Carter is the new assistant manager, National. . . . Earl Clator, National, went fishing, with Bill Walsh taking over for him. . . . Loew's announced the completion of the installation of a wide-screen, and the Colonial is also installing one. . . . Helen Bradbury is an addition to the State staff. . . . Charlie Hulbert, Colonial manager, was confined with a foot ailment. . . . Carrington Waddell was in, and announced the re-opening of the Halifax, South Boston, with Owen Ferguson returning as assistant manager.

—S. T.

Trenton

The Trenton Drive-In was opened on Sept. 20 on Route 130 between Yardville, N. J., and Robbinsville, N. J. It has a capacity of 1,000. W. Brock Whitlock, who operates the Olden, is director.

West Collingswood

Clearance is the reason for the anti-trust action filed by the Crescent Theatre Company in U. S. District Court, Philadelphia, against RKO, 20th-Fox, and Columbia claiming a discriminatory seven-day clearance has been imposed against the Crescent in favor of the Century, Audubon, N. J. The plaintiffs allege that the Crescent is not in substantial competition with the Century. It is also claimed that a previously written agreement with the defendants requesting that all existing clearance in favor of first-runs in Camden, N. J., be limited to 14 days has been ignored, and that they have persisted in refusing to license product for exhibition at the Crescent without imposing clearance restrictions in favor of the Century. The plaintiffs, who include Robert Abel, Ruth E. First,

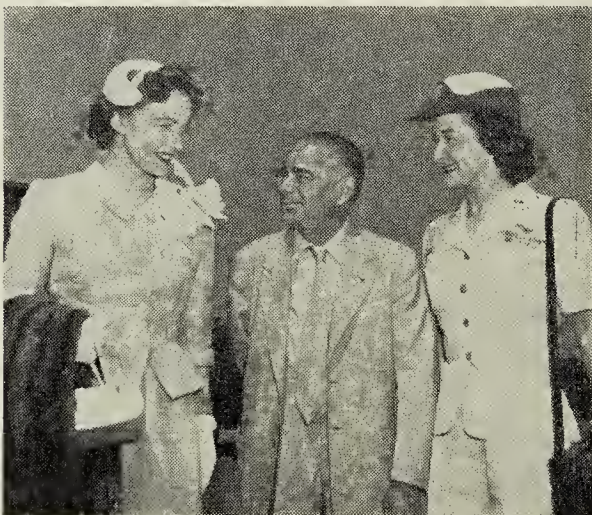
Ruth Silber, Essie Rovner, and Sidney A. Leventon, trading as Crescent Theatre Company, claim that actions of the defendants have been the result of unlawful conspiracy in restraint of trade, that the plaintiffs have suffered damages in the amount of \$75,000 up to the present time, and that they will continue to suffer injury until the defendants license pictures to the Crescent on a proper basis. It is understood that other companies have given the theatre a 14-day clearance after Camden without waiting for the Century.

Pennsylvania

Harrisburg

Manager Bernard J. Bispeck, manager, Senate, put on a big show for "Mister Scoutmaster." Through the Boy Scout Council, he arranged a parade of Scoutmasters and leaders for a preview, color guard and all. The group marched right into the theatre, and a colorful ceremony was presented on the stage.

Belated sympathies go to Milton Fromm, Elton, Steelton, Pa., upon the death of his mother. . . . Jack O'Rear, manager, Colonial, spent a week's vacation at home. . . . New aides at the Elton, Steelton, Pa., are Maurice Carnes replacing Lewis Reese, and Jack Long replacing Frank Gusic. . . . Mrs. Estella Hicks, Rio, was off due to illness.



Joan Leslie, starring in Republic's "Flight Nurse," is seen here with flight nurse Captain Lillian M. Kinkela, technical adviser on the film, and Republic Washington branch manager Jake Flax, after recently joining a group of returning ill and wounded Korean POW's on an air evacuation from Travis Air Force Base, Fairfield, Cal., to Andrews Field, Washington.



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Allied Artists (Monogram)

(1952-53 releases from 5301)

AFFAIR IN MONTE CARLO—ROMD—Merle Oberon, Richard Todd, Leo Genn—Interesting romantic import—75m.—see Aug. 26 issue—(Technicolor)—(English-made)—(5307).

BAD BOY—MD—Lloyd Nolan, Jane Wyatt, Audie Murphy—Reissue has the selling angles—86m.—see June 3 issue—(AA-15).

BAD MEN OF TOMBSTONE—W—Barry Sullivan, Marjorie Reynolds, Broderick Crawford—Reissue western has the angles—73m.—see June 3 issue—(AA-11).

CLIPPED WINGS—C—Leo Gorcey, Huntz Hall, June Vincent—Okeh "Bowery Boys" entry—65m.—see Aug. 12 issue—(5320).

COW COUNTRY—OD—Edmond O'Brien, Helen Westcott, Bob Lowry—Okeh outdoor show—82m.—see May 6 issue—(5310).

FIGHTING LAWMAN, THE—OMD—Wayne Morris, Virginia Grey, John Kellogg—Okeh action film—71m.—see Oct. 7 issue—(5334).

FORT VENGEANCE—OD—James Craig, Kelth Larsen, Rita Moreno—Northwest Mounted Police show will fit neatly into the duallers—76m.—see Apr. 8 issue—(Cinecolor)—(5303).

GHOST OF CROSSBONE CANYON, THE—W—Guy Madison, Andy Devine—Routine western—56m.—see Apr. 8 issue—(Monogram).

HOMESTEADERS, THE—W—Wild Bill Elliott, Robert Lawry, Barbara Allen—Okeh western—62m.—see Apr. 22 issue—(5323).

JALOPY—C—Leo Gorcey, Huntz Hall, Jane Easton—Okeh series entry—62m.—see Apr. 8 issue—(5318).

KANSAS PACIFIC—ACD—Sterling Hayden, Eve Miller, Barton McLane—Outdoor action show has the angles—74m.—see Mar. 11 issue—(Color)—(5302).

LOOSE IN LONDON—C—Leo Gorcey, Huntz Hall, Angela Greene—Okeh series entry—62m.—see June 3 issue—(5319).

MARKSMAN, THE—W—Wayne Morris, Stanford Jolley, Elena Verdugo—Okeh outdoor entry for the duallers—60 1/2m.—see Apr. 8 issue—(5333).

MAZE, THE—MYMD—Richard Carlson, Veronica Hurst, Katherine Emery—3-D mystery meller has the angles for the selling—81m.—see July 15 issue—(3-D)—(3101)—(2-D)—(5401).

MEXICAN MANHUNT—MD—George Brent, Hillary Brooke, Koren Sharpe—Meller will fit into the duallers—71m.—see Sept. 9 issue—(5317).

MURDER WITHOUT TEARS—MD—Craig Stevens, Joyce Holden, Richard Benedict—Okeh for the lower half—64m.—see July 15 issue—Leg.: B—(5328).

NORTHERN PATROL—MD—Kirby Grant, Gloria Tolbott, Chinook—Routine "Chinook" series entry—63 1/2m.—see July 15 issue—(5330).

REBEL CITY—W—Wild Bill Elliott, Marjorie Lord, Robert Kent—Fair western—63m.—see June 3 issue—(5324).

ROAR OF THE CROWD, THE—ACD—Howard Duff, Helene Stanley, Dave Willock—Okeh for the duallers—71m.—see June 17 issue—(Cinecolor)—(5311).

ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Reissue has plenty of angles—75m.—see Sept. 9 issue—(5204).

ROYAL AFRICAN RIFLES, THE—MD—Louis Hayward, Veronica Hurst, Roy Glenn—Fair meller of African intrigue—75m.—see Sept. 23 issue—(Cinecolor)—(5403).

SAFARI DRUMS—AD—Johnny Sheffield, Douglas Kennedy, Barbara Bestor—Better series entry—71m.—see July 1 issue—(5314).

SON OF BELLE STARR—OD—Keith Larsen, Dona Drake, Peggie Castle—Okeh programmer for the lower half—70m.—see July 15 issue—(Color)—(5309).

TOPEKA—W—Wild Bill Elliott, Phyllis Coates, Rick Vallin—Okeh western—69m.—see Sept. 9 issue—(5325).

TRAIL BLAZERS—MD—Alan Hale, Jr., Richard Tyler, Barney McCormack—Okeh for the juvenile and small town trade—63m.—see May 6 issue—(5329).

TRAIL OF THE ARROW—W—Guy Madison, Andy Devine, Wendy Wildron—For the lower half—56m.—see Sept. 9 issue—(Monogram).

WHITE LIGHTNING—ACD—Stanley Clements, Steve Brodie, Gloria Blondell—Okeh for the duallers—61m.—see Mar. 25 issue—(5326).

YELLOW HAired KID, THE—W—Guy Madison, Andy Devine, Marla Mae Jones—For the lower half—54m.—see June 3 issue—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

ARROW IN THE DUST—Sterling Hayden, Coleen Gray—(Technicolor)—(5404).

BOMBA AND THE GOLDEN IDOL—Johnny Sheffield, Anne Kimbell.

DRAGONFLY SQUADRON—John Hodiok, Barbara Britton—(3-D).

FIGHTER ATTACK—Sterling Hayden, Joy Page, Dave Willock—(Color)—(5402).

GHOST OF O'LEARY, THE—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England).

HOT NEWS—Stanley Clements, Gloria Henry—(5327).

HOUSE BY THE SEA—Richard Conte, Joon Bennett, Wanda Hendrix—(3D)—(5405).

JACK SLADE—Mark Stevens, Dorothy Malone—(5406).

JENNIFER—Ido Lupino, Howard Duff—(5407).

OFF THE RECORD—Barry Sullivan.

PARIS BOMBSHELLS—Leo Gorcey, Huntz Hall.

PRIDE OF THE BLUE GRASS—Lloyd Bridges, Vera Miles, Margaret Sheridan—(Color)—(5410).

PRIVATE EYES—Leo Gorcey, Huntz Hall, Joyce Holden.

RIOT IN CELL BLOCK 11—Neville Brand, Robert Osterloh, Emile Meyer.

TEXAS BADMAN—Wayne Morris, Elaine Riley—(5335).

VIGILANTE TERROR—Wild Bill Elliott, Mary Ellen Kay.

YELLOW BALLOON, THE—Andrew Ray, Kathleen Ryan, Kenneth More—(English-made)—(5430).

YUKON VENGEANCE—Kirby Grant, Mory Ellen Kay, Carol Thurston, Chinook.

EXHIBITOR SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 50, No. 22

SEPTEMBER 30, 1953

Astor

FOUR SIDED TRIANGLE, THE—MD—Barbara Payton, James Hayter, Stephen Murray—Fair science fiction import for the lower half—81m.—see June 3 issue—(English-made).

IT STARTED IN PARADISE—D—Martita Hunt, Jane Hylton, Ian Hunter—Moderate British import—88m.—see Aug. 12 issue—(Technicolor)—(English-made)—(Rank).

LONG MEMORY, THE—MD—John Mills, John McCullum, Elizabeth Sellars—Okeh English import—90m.—see Aug. 12 issue—(English-made)—(Rank).

THIEF IN SILK—MD—Eduardo Casado, Phillip Reed, Jean Bradley—Import will fit into the lower half—88m.—see Apr. 22 issue—(Made in Cuba)—(English dialogue).

TO BE REVIEWED OR IN PRODUCTION

CAPTAIN SCARFACE—Barton MacLane, Leif Erickson, Virginia Grey.

RETURN OF RAFFLES—George Barrard, Carmilla Horn—(English-made).

RETURN OF THE PLAINSMAN, THE—Chips Rafferty.

ROBOT MONSTER—George Nader, Claudia Borrett, Gregory Moffett—(3-D).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSM—Costume melodrama	PD—Psychological drama
D—Drama	RD—Religious drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama	ROMDMU—Romantic drama with music
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SFD—Science fiction drama
F—Farce	SCD—Sex-comedy drama
FAN—Fantasy	TRAV—Travelogue
FANMU—Fantasy musical	W—Western
FMD—Farce musical	WC—Western comedy
HISD—Historical drama	WCMU—Western comedy musical
MDMU—Melodrama musical	WD—Western drama
MD—Melodrama	WMD—Western melodrama
MUC—Musical comedy	WMDMU—Western melodrama musical
	WMU—Western musical

Columbia

(1952-53 releases from 501;
(1953-54 releases from 601)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Marla Felix, George Marchal—Import will find slow going—108m.—see June 17 issue—(Italian-made)—(Dubbed in English)—(548).

AMBUSH AT TOMAHAWK GAP—OD—John Hodiak, John Derek, Maria Elena Marques—Okeh outdoor show—73m.—see May 6 issue—Leg.: B—(Technicolor)—(522).

BANDIT OF SHERWOOD FOREST, THE—COSMD—Cornel Wilde, Anita Louise, Jill Esmond—Reissue has the names and angles—87m.—see Mar. 11 issue—(544).

BIG HEAT, THE—MD—Glenn Ford, Gloria Grohame, Jocelyn Brando—Good meller—90m.—see Sept. 23 issue—Leg.: B—(615).

CHINA VENTURE—MD—Edmond O'Brien, Barry Sullivan, Jocelyn Brando—War meller for the duallers—83m.—duallers—69m.—see Sept. 9 issue—(611).

CONQUEST OF COCHISE—MD—John Hodiak, Robert Stock, Joy Page—Okeh for the duallers—70m.—see Aug. 26 issue—(Technicolor)—(610).

CRUISIN' DOWN THE RIVER—MU—Dick Haymes, Audrey Totter, Billy Daniels—Pleasant musical for the duallers—81m.—see Sept. 9 issue—(Technicolor)—(606).

5,000 FINGERS OF DR. T, THE—FAN—Peter Lind Hayes, Mary Healy, Hans Conried, Tommy Rettig—Beautifully mounted fantasy will need plenty of selling—88m.—see Sept. 9 issue—(Technicolor)—(604).

FLAME OF CALCUTTA—MD—Denise Darcel, Patric Knowles, Paul Cavanagh—Average programmer—70m.—see Sept. 9 issue—(Technicolor)—(603).

FORT TI—HISD—George Montgomery, Joan Vahs, Irving Bacon—3-D novelty is the principal asset—73m.—see May 20 issue—(Technicolor)—(3-D)—(546).

FROM HERE TO ETERNITY—D—Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed—High rating picturization of best seller—118m.—see Sept. 9 issue—Leg.: B—(616).

49TH MAN, THE—MYMD—John Ireland, Richard Denning, Suzanne Dalton—Interesting meller for the duallers—73m.—see May 20 issue—(529).

GLASS WALL, THE—MD—Vittorio Gossman, Gloria Grahame, Ann Robinson—Interesting meller—80m.—see Mar. 25 issue—(541).

We "LAY IT ON THE LINE"...
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There was no bunk or side stepping in our original **FACTUALLY HONEST "Pink Section"** REVIEWS... and in this **"Yellow Section"** CHECK-UP is a summary of the same **HONEST FACTS.**

Check these running times and other data against your records!

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5318	(Aug.)	Heckle And Jeckle In Bargain Daze	F	6 1/2 m.	3542
5319	(Sept.)	Sparky, The Firefly	F	7 m.	3562
5320	(Sept.)	Little Roquefort In Mouse Menace	F	7 m.	3562
5321	(Oct.)	The Terry Bears In Reluctant Pup	F	7 m.	3570
5322	(Oct.)	Dimwit In How To Keep Cool	F	7 m.	3578
5323	(Nov.)	Dinky In Timid Scarecrow	F	7 m.	3578
5324	(Nov.)	Heckle and Jeckle In Log Rollers	F	7 m.	3615
5325	(Dec.)	Mighty Mouse In Spare The Rod	F	7 m.	3615
5326	(Dec.)	The Terry Bears In Growing Pains			
(Re-releases) (4)					
5327	(Jan.)	The Owl And The Pussy Cat	G	7 m.	3425
5328	(Feb.)	Slap Happy Hunters	F	7 m.	3425
5329	(Apr.)	Happy Circus Days	G	7 m.	3425
5330	(May)	Neck And Neck	F	7 m.	3499

United Artists

Two Reel
MEDAL OF HONOR (4)

(.....)	Richard P. Hobson	G	26 1/2 m.	3410
(.....)	Dr. Mary Walker	G	26 m.	3410
(.....)	Julius Langbein	G	26 1/2 m.	3410
(.....)	Joseph C. Rodriguez	G	27 1/2 m.	3410

SPECIAL
 (.....) Marciano-Walcott Fight (3-D and 2-D) G 17 1/2 m. 3534

Universal-International

Two Reel
MUSICAL FEATURETTES (13)

8301	(Nov. 6)	Xavier Cugat and his Orchestra	G	15 m.	3418
8302	(Dec. 4)	Don Cornell Sings	G	15 m.	3418
8303	(Jan. 1)	The Modernaires with Lawrence Welk's Orchestra	F	15 m.	3418
8304	(Mar. 12)	Andy Russell And Della In House Party	G	20 m.	3472
8305	(Apr. 9)	Les Brown And Orch. In Crazy Frolic	F	19 m.	3499
8306	(May 7)	Harry James And His Music Makers	G	14 m.	3519
8307	(May 28)	Ralph Flanagan And Orch. In Music On The Double	G	18 m.	3525
8308	(July 3)	Surprising Suzie	G	15 m.	3584
8309	(Oct. 8)	Camp Jamboree			
8310	(Oct. 29)	Fabulous Dorseys			

3-D MUSICAL FEATURETTES
 8100 (June) Nat "King" Cole and Russ Morgan and Orch. G 18 m. 3542

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SPECIALS (2)					
8201	(Mar. 22)	Out Of The Earth	G	18 m.	3458
8202	(Oct. 25)	Landscape of Silence			
8203	(Feb. 1)	The World's Most Beautiful Girls (Tech.)	E	18 m.	3448
THE EARTH AND ITS PEOPLE (13)					
8361	(Nov. 3)	Horsemen Of The Pampa	G	21 m.	3417
8362	(Dec. 1)	Farms And Towns In Slovakia	G	20 m.	3458
8363	(Dec. 29)	An Industrial Lake Port	G	20 m.	3458
8364	(Jan. 26)	Ports Of Industrial Scandinavia	G	20 m.	3472
8365	(Feb. 23)	The Po River Valley	G	20 m.	3483
8366	(Mar. 23)	Sheep Ranch Country	G	20 m.	3499
8367	(Apr. 20)	Cross Sections Of Central America	G	21 m.	3508
8368	(May 18)	Factories, Mines And Waterways	G	21 m.	3519
8369	(June 15)	British Trade And Industry	G	21 m.	3562
8370	(July 13)	Farmer-Fisherman	G	21 m.	3562
8371	(Aug. 10)	The Lumber States	G	21 m.	3602
8372	(Sept. 3)	Mountain Farmers			
8373	(Oct. 5)	Adobe Village			

One Reel
COLOR PARADES (8)

8381	(June 8)	Fiesta Frolics	G	9 m.	3562
8382	(July 13)	King Of The Sky	F	10 m.	3562
8383	(Aug. 10)	Calypso Carnival	F	9 1/2 m.	3616
8384	(Oct. 19)	Three Years To Victory			

VARIETY VIEWS (8)

8341	(Dec. 22)	King Winter	G	9 m.	3459
8342	(Feb. 9)	Get A Horse	G	9 m.	3459
8343	(Mar. 9)	Sky Police	G	9 m.	3483
8344	(May 4)	Deadly Drums	F	10 m.	3527
8345	(Sept. 7)	Bolivar Bonanza	G	9 m.	3603
8346	(Sept. 24)	Behind The Wall	G	10 m.	3603
8347	(Oct. 5)	Rip Van Winkle Returns			
8348	(Oct. 19)	Fun For All			

WALTER LANTZ CARTUNES (13)
 (Technicolor)

8321	(Dec. 8)	Termite From Mars	G	6 m.	3459
8322	(Jan. 19)	What's Sweepin'	F	6 m.	3459
8323	(Mar. 23)	The Dog That Cried Wolf	F	6 m.	3483
8324	(Apr. 20)	Buccaneer Woodpecker	F	6 m.	3499
8325	(May 11)	The Mouse And The Lion	F	6 m.	3519
8326	(June 15)	Operation Sawdust	F	6 m.	3562
8327	(June 29)	The Flying Turtle	G	6 m.	3562
8328	(July 20)	Wrestling Wrecks	F	6 m.	3562
8329	(Aug. 10)	Maw And Paw	F	6 m.	3603
8330	(Sept. 14)	Belle Boys	F	6 m.	3603
8331	(Sept. 28)	Maw And Paw in Plywood Panic			
8332	(Oct. 12)	Hot Noon			
8333	(Oct. 26)	Chilly Willy			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
WOODY WOODPECKER (3-D) (Technicolor)					
8101	(Aug. 26)	The Hypnotic Hick	G	6 m.	3603

Warners

THREE REEL SPECIAL

(Oct.) Black Fury (WarnerColor) E 32m.

Two Reel
SPECIALS (8)
 (Reissues)
 (Technicolor)

1001	(Sept. 12)	Gone Fishin'	F	17 m.	3603
1002	(Oct. 10)	Romance Of Louisiana	G	20 m.	

CLASSICS OF THE SCREEN (6)

1101	(Sept. 26)	Minstrel Days	G	20 m.	3602
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BLUE RIBBON HIT PARADES (13)

(Reissues)
 (Technicolor)

1301	(Sept. 12)	Old Glory	G	7 m.	3603
1302	(Oct. 17)	Walky, Talky, Hawky	G	7 m.	3603

BUGS BUNNY SPECIALS (8)

(Technicolor)

1723	(Oct. 3)	Duck, Rabbit, Duck	F	7 m.	3615
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JOE McDOAKES COMEDIES (6)
 (Technicolor)

1401	(Oct. 31)	So You Think You Can't Sleep			
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MELODY MASTER BANDS (6)

1801	(Oct. 3)	Desi Arnaz and Band	F	10 m.	3603
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MERRIE MELODIES (22)

(Technicolor)

1701	(Sept. 5)	A Street Cat Named Sylvester	E	6 1/2 m.	3603
1702	(Sept. 19)	Zippering Along	F	7 m.	
1703	(Oct. 17)	Easy Peckin's			
1704	(Oct. 31)	Catty Cornered			

THE SPORTS PARADE (10)

(Technicolor)

1501	(Sept. 19)	Royal Mounties			
1502	(Oct. 24)	Sea Sports Of Tahiti			

VITAPHONE VARIETIES (7)

1601	(Sept. 5)	Hit 'Im Again			
1602	(Oct. 24)	Say It With Smiles			

Miscellaneous

Aloha Nui (Vistarama) (Eastman Color) (Dudley)	E	12 m.
Maid In The Hay (Union)	F	19 m.
Siena, City of the Palio (IFE) (Color)	G	12 m.
Song Without Words (IFE)	E	12 m.
USSR Today No. 18 (Artkino)	G	10 m.

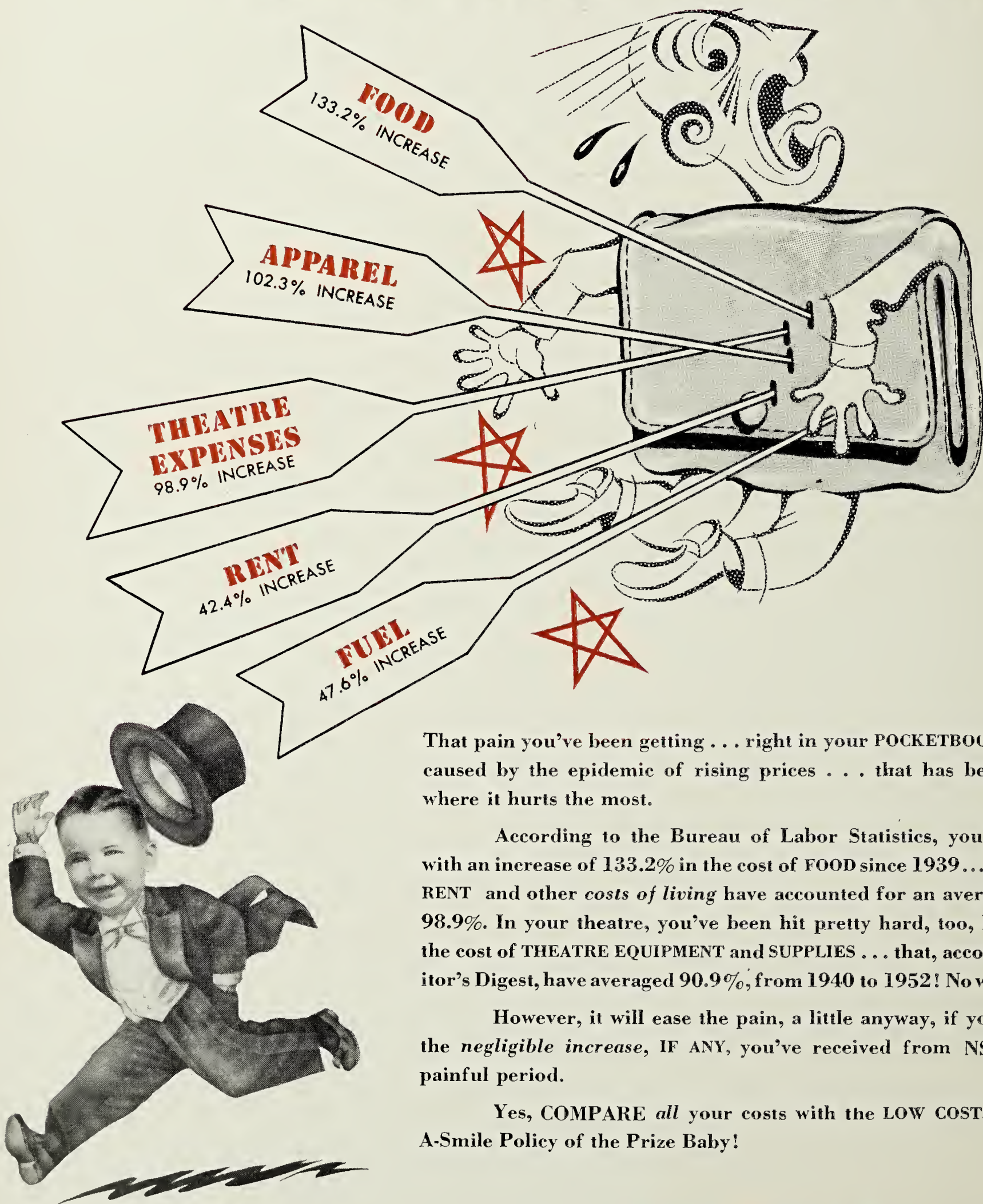
ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS			
AUGUST Topeka B. Elliott, P. Coates Clipped Wings Bowery Boys Affair In Monte Carlo R. Todd, M. Oberon, L. Genn (Technicolor) (English-made)	AUGUST The Stranger Wore A Gun R. Scott, C. Trevor (3-D and 2-D) Mission Over Korea J. Hodiak, J. Derek Valley Of The Headhunters J. Weissmuller, C. Larson The 5,000 Fingers Of Dr. T. P. L. Hayes, M. Healy (Technicolor) Cruisin' Down The River D. Haymes, C. Russell (Technicolor)	AUGUST (1953-54) Spaceways H. Duff, E. Bartok Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Base D. Martell, R. Ford, H. Rorke Shadow Man C. Romero	AUGUST The Band Wagon F. Astaire, C. Charisse, N. Fabray J. Buchanan (Technicolor) The Affairs Of Dobie Gillis D. Reynolds, B. Van, B. Ruick Big Leaguer E. G. Robinson, V. Ellen, J. Richards Latin Lovers L. Turner, R. Montalban, J. Lund (Technicolor) (End 1952-53)	AUGUST Shane A. Ladd, J. Arthur, V. Heflin (Technicolor) Arrowhead C. Heston, M. Sinclair, J. Palance (Technicolor) (End 1952-53) The War Of The Worlds G. Barry, A. Robinson (Technicolor) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Made in France) Those Redheads From Seattle J. Payne, R. Fleming, G. Mitchell (Technicolor) (3-D) Mogambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) (Technicolor) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnsoColor) Torch Song J. Crawford, M. Wilding (Technicolor)	AUGUST The Sword And The Rose R. Todd, G. Johns, M. Gough (Technicolor) (Made in England) Devil's Canyon D. Robertson, J. Mayo, A. Hunnicutt (Technicolor) (3-D) Without Reservations C. Colbert, J. Wayne (Reissue) Stage Door K. Hepburn (Reissue) Top Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue) Marry Me Again M. Wilson, R. Cummings, R. Walker She Had To Say Yes B. Mitchell, J. Simmons	AUGUST Champ For A Day A. Nicol, C. Winninger, A. Tatter Bandits Of The West, W. A. Lane, E. Waller, C. Downs Down Laredo Way, W. R. Allen, S. Pickens, D. Drake El Paso Stampede, W. A. Lane, E. Waller, P. Coates Trent's Last Case M. Wilding, M. Lockwood, O. Welles (English-made) Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W. R. Allen, S. Pickens, J. Cooper	AUGUST Inferno R. Ryan, W. Lundigan, R. Fleming (Technicolor) (3-D) Gentlemen Prefer Blondes M. Monroe, C. Coburn (Technicolor) Sailor Of The King J. Hunter, M. Rennie, W. Hiller (Made in England) City Of Bad Men J. Crain, D. Robertson (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Coiten, J. Peters Broken Arrow J. Stewart (Technicolor) (Reissue) I Was A Male War Bride C. Grant (Reissue)	AUGUST Melba P. Munsel, R. Morley (Technicolor) (Made in Europe) (Eagle) I, The Jury B. Elliott (3-D) (Saville) The Gay Adventure B. Meredith (Made in Europe) (Renown) Captain Scarlett R. Greene, L. Armat (Technicolor) (Made in Mexico) (Craftsman) War Paint R. Stack (Pathe Color) (K-B) Sabre Jet R. Stack, C. Gray (Cinecolor) 99 River Street J. Payne, E. Keyes (Small) The Joe Louis Story P. Stewart (Silliphant) The Fake D. O'Keefe, C. Gray (Pallas) (Made in England) Donovan's Brain L. Ayres, N. Davis (Dowling) No Escape L. Ayres, S. Tufts (Matthugh)	AUGUST Thunder Bay J. Stewart, J. Dru, G. Roland (Technicolor) Abbott and Costello Meet Dr. Jekyll and Mr. Hyde B. Abbott, L. Costello, B. Karloff, H. Westcott The Man From The Alamo G. Ford, J. Adams C. Willis (Technicolor) The Cruel Sea J. Hawkins, D. Sinden, V. McKenna (English-made) (Rank) The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technicolor) Wings Of The Hawk V. Heflin, J. Adams (Technicolor) (3-D and 2-D) The Golden Blade R. Hudson, P. Laurie (Technicolor) Desperate Moment D. Bogarde, M. Zetterling (English-made) (Rank) The All-American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technicolor) The Trifield Thunderbolt S. Holloway, G. Relph (Technicolor) (English-made) (Rank) Man In Hiding P. Henreid, L. Maxwell (Paal) The Steel Lady R. Cameron, T. Hunter (Small) Dragon's Gold J. Archer, H. Brooke (Wisberg-Pollexfen) The Village E. Dohlbek (Wechsler) Crossed Swords E. Flynn, N. Gray (Pathe Color) (Made in Italy)	AUGUST The Master Of Ballantrae E. Flynn, B. Campbell, R. Livesey (Technicolor) (Made in England) Plunder Of The Sun G. Ford, D. Lynn, P. Medina So This Is Love K. Grayson, W. Abel, M. Griffin (Technicolor) (End 1952-1953) Island In The Sky J. Wayne, L. Nolan, A. Devine The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technicolor) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D) A Lion Is In The Streets J. Cagney, B. Hale, A. Francis (Technicolor) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) The Eddie Cantor Story K. Brasseur, M. Erskine (Technicolor)			
SEPT. Mexican Manhunt G. Brent, K. Sharpe The Fighting Lawman W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, V. Miles (Color) (Reissue) Conquest Of Cochise J. Hodiak, J. Poge (Technicolor) The Big Heat G. Ford, G. Grahame Slaves of Babylon R. Conte, L. Christian (Technicolor) Combat Squad J. Ireland, L. McCallister Hot News S. Clements, G. Henry Jennifer I. Lupino, H. Duff The Yellow Balloon A. Ray, K. Ryan (English-made)	SEPT. From Here To Eternity M. Clift, B. Lancaster, D. Kerr Sky Commando D. Duryea Saginaw Trail, W G. Autry The Untamed Breed S. Tufts (Reissue) China Venture E. O'Brien, J. Brando Conquest Of Cochise J. Hodiak, J. Poge (Technicolor) Undercover Agent D. Wolsh, H. Court (English-made) The Man From Cairo G. Raft, G. M. Canale (Made in Europe) The Fighting Men Special cast Sins Of Jezebel P. Goddard, G. Nader (AnsoColor)	SEPT. Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed The Actress S. Tracy, J. Simmons, T. Wright Mogambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) (Technicolor) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnsoColor) Torch Song J. Crawford, M. Wilding (Technicolor)	SEPT. (1953-54) Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed Top Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue) Marry Me Again M. Wilson, R. Cummings, R. Walker She Had To Say Yes B. Mitchell, J. Simmons	SEPT. El Paso Stampede, W. A. Lane, E. Waller, P. Coates Trent's Last Case M. Wilding, M. Lockwood, O. Welles (English-made) Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W. R. Allen, S. Pickens, J. Cooper	SEPT. City Of Bad Men J. Crain, D. Robertson (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Coiten, J. Peters Broken Arrow J. 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OBSERVANCES
Oct. 12—Columbus Day
Oct. 31—Halloween

REALART
Sept.—Counsellor At Law—J. Barrymore, B. Daniels (Reissue)
Pittsburgh—J. Wayne, M. Deitrich (Reissue)
Gung Ho—R. Scott, R. Mitchell (Reissue)
Green Hell—D. Fairbanks, Jr., J. Bennett (Reissue)

Oct.—Eagle Squadron—R. Stack, D. Barrymore (Reissue)
Keep 'Em Flying—Abbott and Costello (Reissue)
Buck Privates—Abbott and Costello (Reissue)

PAIN IN YOUR Pocketbook?



That pain you've been getting . . . right in your POCKETBOOK . . . has been caused by the epidemic of rising prices . . . that has been hitting you where it hurts the most.

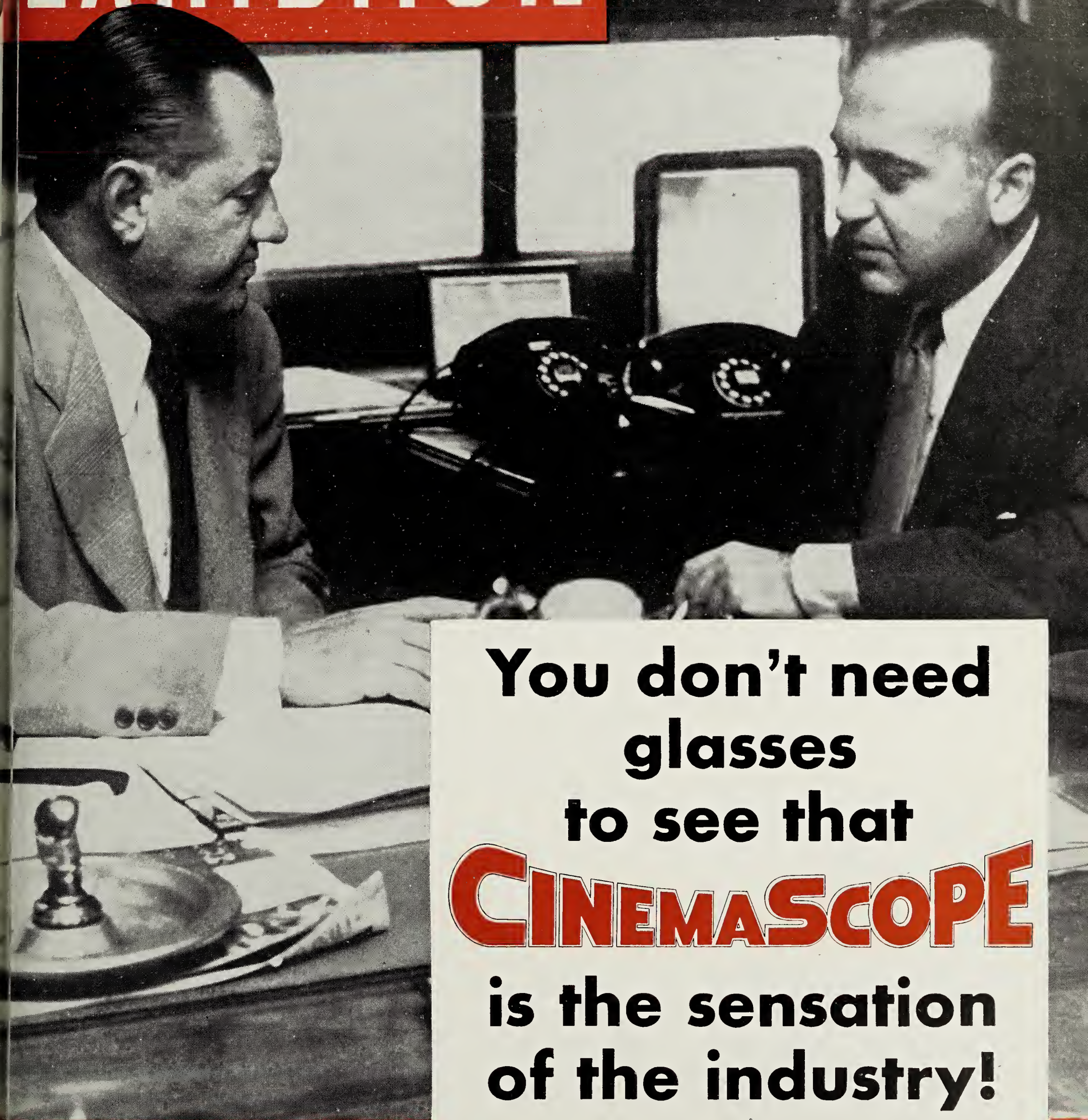
According to the Bureau of Labor Statistics, you've been stung with an increase of 133.2% in the cost of FOOD since 1939...and CLOTHING, RENT and other *costs of living* have accounted for an average increase of 98.9%. In your theatre, you've been hit pretty hard, too, by increases in the cost of THEATRE EQUIPMENT and SUPPLIES . . . that, according to Exhibitor's Digest, have averaged 90.9%, from 1940 to 1952! No wonder it *hurts!*

However, it will ease the pain, a little anyway, if you take note of the *negligible increase*, IF ANY, you've received from NSS during this painful period.

Yes, COMPARE *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

EXHIBITOR



You don't need
glasses
to see that
CINEMASCOPE
is the sensation
of the industry!

50 Number 23
Sections: Section One

OCTOBER 7, 1953

MAILED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

During THE SERVICESECTION



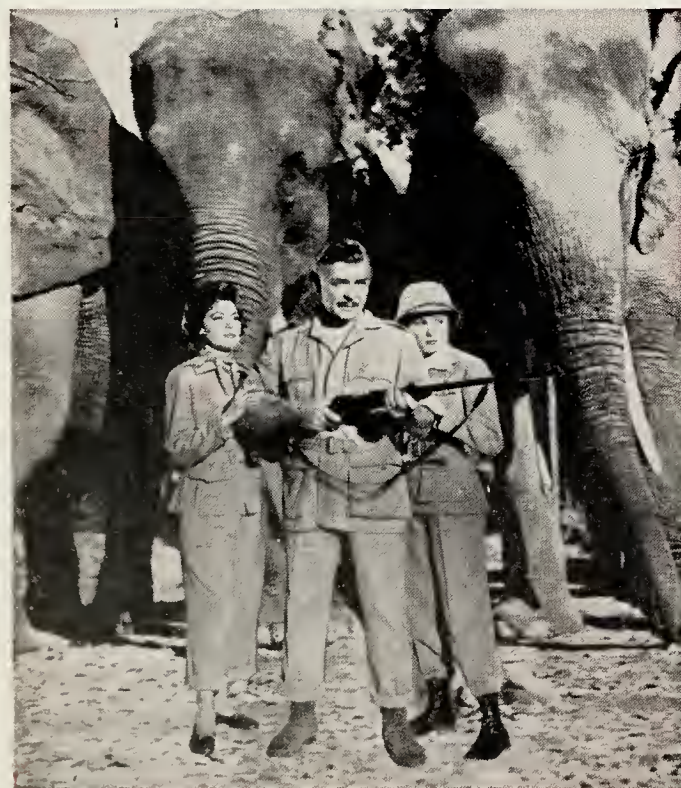
(On this page are samples of "Mogambo" ad angles)



**MR. GABLE MEETS
MISS GARDNER**



**GABLE ALSO HUNTED
WILD GORILLAS**



**GREAT PLACE TO
MAKE A MOVIE**



THIS LADY IS BACK FROM AFRICA

AND WILL APPEAR SOON IN "MOGAMBO"

There are wild gorillas in "**MOGAMBO**"—in fact it's the first time these frightening creatures have ever been photographed. Whether you're not seeing the excitement of these unusual scenes in Africa or you will be concerned with the triangle that centers around Clark Gable. The two angles to the triangle are the attractive Ava Gardner—we hope you agree with the adjective—and the interesting blonde named Grace Kelly. Ava's performance is witty and, need we say it, seductive.

M-G-M presents In Color by TECHNICOLOR "MOGAMBO" • starring CLARK GABLE • AVA GARDNER • with Grace Kelly • Screen Play by John Lee Mahin • Based Upon a Play by Wilson Collison • Directed by John Ford • Produced by Sam Zimbalist • A Metro-Goldwyn-Mayer Picture

THEY'RE TALKING ABOUT-

"MOGAMBO" (Tech.) Off to a flying start in Frisco! Packed houses, rave reviews forecast a nationwide clean-up! Radio City Music Hall, N. Y. starting happy engagement with thrilled crowds. As predicted, it's Mogamboxoffice! (*Samples of ad angles on opposite page, available in press book in addition to second campaign for action-houses.*)

"TAKE THE HIGH GROUND!" (AnSCO Color) It took Texas by storm in saturation bookings. A natural for promotion that delivers at the boxoffice!

"TORCH SONG" (Tech.) They're carrying a torch for it in first test spots. A sure winner!

"KISS ME KATE" (AnSCO Color) The famed stage musical makes its screen bow in mid-October. A truly great industry event!

Everybody feels Mogambo (that means Great!) about M-G-M's BIG Holiday-size attractions above, as well as the Big Ones coming: "All The Brothers Were Valiant" (Tech.) • "Escape From Fort Bravo" (AnSCO Color) and "Easy To Love" (Tech). Join M-G-M's "Lucky Seven" Prize Money Exploitation Contests like hundreds of showmen are doing! Get that MoGaMbo feeling with M-G-M!

FROM HERE TO ETERNITY

COLUMBIA

FROM HERE TO ETERNITY

COLUMBIA

FROM HERE TO ETERNITY

COLUMBIA

FROM HERE TO ETERNITY

COLUMBIA

FROM HERE TO ETERNITY

COLUMBIA

FROM HERE TO ETERNITY

COLUMBIA

FROM HERE TO ETERNITY

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = Int'l Letter Telegram

VLT = Int'l Victory Ltr.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1933 SEP 23 PM 6 12

:PA118

P.SCA508 NL PD=SCRANTON PENN 23=
:ABE MONTAGUE=COLUMBIA PICTURES CORP=
729 SEVENTH AVE NYK=

:DEAR ABE=NOT SINCE GONE WITH THE WIND HAVE WE SEEN
SUCH FIGURES AS FROM HERE TO ETERNITY FOURTH AND FIFTH
DAY EQUAL TO OPENING WE ARE HOLDING OVER IN SCRANTON
WILKESBARRE AND BINGHAMTON FOR SECOND WEEK=
CONGRATULATIONS TO EVERYONE IN COLUMBIA FOR A GREAT
BOX OFFICE HIT=
:BYRON R LINN= (E

FROM HERE TO ETERNITY





THE UNEXPECTED happened in a drive-in in the southwest where a patron decided to be more comfortable, so he spread a blanket in front of a parked car to enjoy the picture without the driver of the car knowing about it. When the driver started the vehicle, the patron, who claimed he fell asleep while watching the film, was pinned beneath the auto.



NECKING in theatres has invoked civic disapproval in a town in the Philippines, where violators may be fined or imprisoned for kissing in theatres.



AN EASTERN drive-in now supplies empty autos in which carless patrons who come in a bus may sit and enjoy the show.



PROOF that courtesy pays off was furnished in the east where a cashier at a theatre who became friendly with two patrons was left the sum of \$35,000 when they passed on.



3-D complicated the lives of small boys who like to enter theatres by side doors without paying admissions. It is still easy to get in, but the problem now is, how do you get the glasses without someone seeing you?



A MIDEASTERN EXHIBITOR learned to his dismay, when he contacted his local high school for sitters, that the rate was 50 cents an hour when the home was equipped with a TV set and 60 cents without a TV set.

—H. M. M.

I N D E X

VOLUME 50, NUMBER 23 OCTOBER 7, 1953
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THE COVER PHOTO

Arthur Krim, United Artists president, and William J. Heineman, vice-president in charge of distribution, discuss promotion plans for the company's record-breaking schedule of 48 new releases during the next year at a New York home office meeting of UA top sales personnel.

EXHIBITOR

VOLUME 50, NUMBER 23



OCTOBER 7, 1953

Let The Distributors Aid 3-D

THE RAPIDITY with which distributors have adopted a realistic attitude and have decided to release 2-D versions of their 3-D films has given added ammunition to those who argue that the days of the third-dimensional pictures are numbered. But before driving the last nail into the 3-D coffin, it might be well to ask the distributors if they, themselves, are not responsible for the decline of exhibitor interest in 3-D.

IT IS TRUE that grosses have fallen off on 3-D films, but it is said that the record will show that they are still doing above what might be expected if the same pictures were exhibited in the 2-D version. The trouble is that exhibitors have found, after paying for increased projectionists, greater electric bills, and other items of overhead—and with distributors still wanting higher percentages for the third-dimensional product—that it is impossible to avert a loss, let alone show a profit.

THE RESULT has been that many theatres in the smaller towns have shunned going to 3-D, although the cost of booth conversion is constantly dropping.

WE WOULD like to see what would happen if the distributors decided to sell 3-D versions at 2-D prices. Certainly, some exhibitors where no 3-D pictures have yet been programmed might be willing to take a chance on the new medium.

IT IS SAID that there are over 3000 3-D accounts, a small number compared to 2-D possibilities, but let the distributors be realistic about their prices, and chances are that the 3-D total will grow. There is no reason why it shouldn't.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonamaker and Mel Konec-off, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



MAX E. YOUNGSTEIN AND WILLIAM J. HEINEMAN, UA VICE-PRESIDENTS, DISCUSS SALES PLANS IN NEW YORK FOR THE COMPANY'S RECORD RELEASES.

United Artists Reverses The Trend

Instead Of Curtailing Its Releases, It Plans To Set An All-Time High In Feature Deliveries



John Turner, left, UA eastern district manager, and Harry Goldman, central district manager, are seen at the company's recent three-day national convention in the New York home office.

EXHIBITORS were considerably heartened by the recent announcement from United Artists that the company had set an all-time high program of 48 new releases during the next year.

Coming at a time when curtailment in the number of new films was apparent, the news gave a spurt to exhibitors.

Under the able leadership of President Arthur Krim, Max E. Youngstein, vice-president, and William J. Heineman, vice-president in charge of distribution, the company has made strides. In addition to the announcement of the record schedule, Youngstein stated that a record \$4,500,000 to \$5,000,000 will be expended in all forms of advertising during the next 12 months on behalf of the 48 releases.

According to the schedule 32 films will be in color, at least six in 3-D, one in CinemaScope, and as many in wide-screen and stereophonic sound as exhibitor demands require.

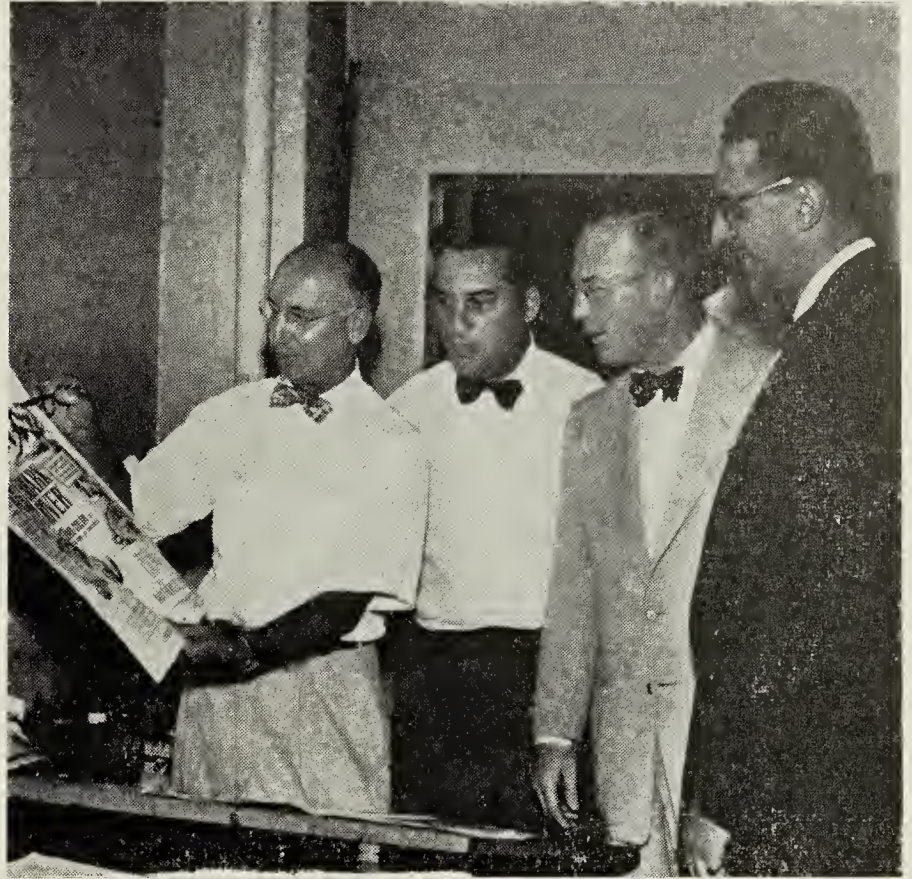
The advertising program, under the supervision of Francis M. Winikus, national director of advertising, publicity, and exploitation, will put an increased emphasis on television and radio expenditures beyond anything the company has budgeted for these media in the past. Also included are cooperative newspaper and magazine advertising.

The release schedule and advertising setup were made public following the company's three-day national sales meeting at its New York home office, attended by the top executives and sales chiefs of every district in the United States and Canada. Youngstein told the delegates that in order to give every picture the selling campaign it deserves, UA has expanded its advertising-publicity staff to three times its 1951 size.

Top publicity men have been sent to Hollywood and the European production front to launch promotion efforts far in



Also seen at the sales conference are, seated left to right, James Velde, western division manager; B. G. Kranze, general sales manager; F. J. Lee, midwest district manager, and, standing, left to right, Ralph Clark, western district manager, and Arthur Rieman, veteran western contract manager.



Herb Jaediker, left, United Artists art director, and Howard Carnow, pressbook editor, show advertising art for the forthcoming release, "Shark River," to Turner and Charles Chaplin, Canadian district manager, during the recent home office national product-sales convention in New York.

advance of release dates, reaching the public as soon and as long as possible.

Leon Roth, assistant publicity manager, was appointed west coast coordinator of publicity, and Richard Condor recently embarked on a 90-day survey of advertising operations in Great Britain and the European continent.

Also attending the sales meetings were representatives of independent producers, who paid tribute to the United Artists organization for handling of past and present productions, expressed their confidence in the company's dealings with independent producers, and pledged continued cooperation in effecting the success of all forthcoming films.

Krim and Robert Benjamin, chairman of the board, who delivered the keynote addresses to the convention, told delegates that UA has reached a point in its rebuilding where it can now assure every exhibitor of an uninterrupted supply of top-quality independent productions, using every available film technique and the talents of the foremost artists in the motion picture industry. Benjamin commented on the foreign situation, and stated that international operations have reached a new high point of achievement. He also paid tribute to the foreign organization, headed by Arnold M. Picker, vice-president.

Other speakers were Heineman, Young-

stein, Kranze, eastern division manager Milton C. Cohen; James Velde, western division manager, and independent producers' representatives George Schaefer, David "Skip" Weshner, James Mulvey, Seymour Poe, Edward Peskay, and Bernard M. Kamber.

Following the home office convention, UA launched a series of sales meetings in every branch throughout the United States and Canada.

UA appears well on the way to the realization of its goal to attract to the company the very best in independent production and make the organization one which producers and exhibitors alike can utilize with confidence.



The sales blueprint for UA's record 1953-54 slate of 48 releases is discussed by key selling personnel at the conference including, seated, left to right, Milton Cohen, eastern division manager; Kranze; Turner, and standing left to right, Goldman; Heineman, and J. Hughes, eastern contract head.



United Artists top-level executives and sales chiefs put the finishing touches on the campaign backing their lineup of 48 new releases at the sales conference, and seen, left to right, are Velde; Fred Meyers, New York metropolitan district manager; Youngstein, and Heineman, all quite pleased.

"So B

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EDNA

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'S

STARRING
JANE WYMAN

STERLING HAYDE

has the finest performance
actress since 'Johnny Belinda'!

is the prize-winner of all the
Edna Ferber novels that
become screen smashes!

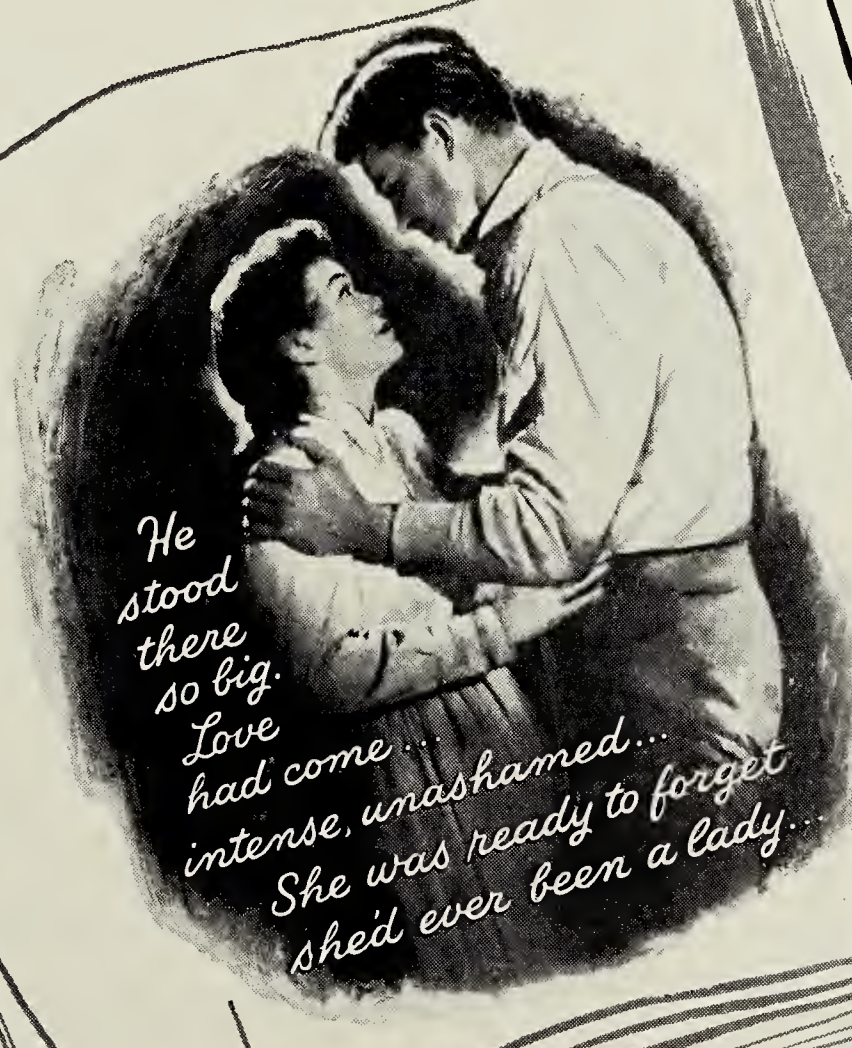
is very, very big!

BROS. PRESENT

FERBER'S

PRIZE NOVEL

Big



He stood there so big. Love had come... intense, unashamed... She was ready to forget she'd ever been a lady...



NANCY OLSON

WITH STEVE FORREST ELISABETH FRASER • MARTHA HYER • WALTER COY • RICHARD BEYMER • TOMMY RETTIG

ROLAND WINTERS • JACQUES AUBUCHON SCREEN PLAY BY JOHN TWIST MUSIC BY MAX STEINER

PRODUCED BY HENRY BLANKE DIRECTED BY ROBERT WISE

THIS PICTURE ALSO CAN BE EXHIBITED ON
WIDE SCREENS

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Distribution

Al Lichtman clarifies 20th-Fox's policy on "The Robe", and CinemaScope (page 11).

The Colosseum will consider distributors' offers for salesmen at the New Orleans meeting (page 22).

Exhibition

Arbitration and other problems are in the spotlight at the Allied States Association convention in Boston (page 11).

The closed theatre-TV showings of the Marciano-LaStarza fight gross over \$300,000 (page 14).

Al Sindlinger answers Samuel Goldwyn on the closings of theatres in connection with the fight against the federal 20 per cent admission tax (page 18).

Theatre men will be active at the International Popcorn and Concessions Industries Convention and Exhibition in Chicago (page 18).

Financial

U-I's earnings are on the increase (page 20).

20th-Fox's profit shows drop for 39 weeks (page 22).

International

Canada's building spurt continues (page 16).

Odeon Theatres of Canada holds its annual Ontario regional conference (page 16).

The Anglo-American deal is set for another year (page 22).

The MPEA decides to leave the Holland Bioscoop Bond (page 11).

Legal

20th-Fox and Joy Theatres, Inc., agree on the withdrawal of a suit on "The Robe", with certain stipulations (page 14).

Polaroid's request for an injunction is denied (page 14).

Mel Konecuff

Plans of Theatre Television Associates, a Gene Autry tieup, the first birthday of Cinerama, and other items are covered (pages 10 and 25).

Organizations

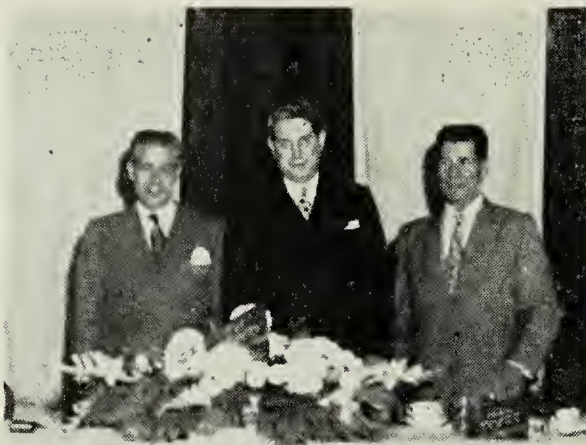
Variety Clubs International reveals some plans for its 1954 convention in Houston, Tex. (page 25).

Technical

Polaroid denies "holdouts" on 3-D glasses (page 11).

The SMPTE holds its semi-annual convention in New York City (page 20).

A 3-D Council to aid all new processes is formed (page 24).



Seen at the 18th annual meeting of Alliance Theatres held recently at the Lincoln Hotel, Indianapolis, at which cash awards were made to all managers who participated in a summer drive, and business plans for the future were discussed, were, left to right, James Gregory, assistant general manager in charge of operations; P. J. Dee, president; and S. J. Gregory, veteran vice-president and general manager.

"Robe", "Boy", "Mogambo" Lead B'way

NEW YORK—Led by the Roxy, where 20th-Fox's CinemaScope "The Robe" was still ringing up astronomical grosses, and followed by the Radio City Music Hall with "Mogambo" and the Rivoli with "Little Boy Lost", most other Broadway first-runs continued slightly above average over the weekend.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"A LION IS IN THE STREETS" (WB). Paramount, with stage show, was heading toward a \$47,000 second week.

"THE ROBE" (20th-Fox). Roxy stated that this CinemaScope attraction hit a \$129,567 net gross from Thursday through Sunday, with the third week sure to tally \$189,000 net.

"MOGAMBO" (MGM). Radio City Music Hall, with stage show, announced that \$93,000 was taken in for Thursday through Sunday, with the opening week bound to top \$140,000.

"DEVIL'S CANYON" (RKO). This 3-D attraction at the Criterion was expected to do \$14,500 on the opening week.

"LITTLE BOY LOST" (Para.). Rivoli reported a very good \$43,000 for the second week.

"DANGEROUS CROSSING" (20th-Fox). Globe claimed \$10,000 for opening week.

"THE CADDY" (Para.). Mayfair was heading toward \$20,000 on the third week.

"STALAG 17" (Para.). Astor expected the 14th week to reach \$20,000.

"THOSE REDHEADS FROM SEATTLE" (Para.). Loew's State stated the opening week of this 3-D musical would tally \$19,500.

"FROM HERE TO ETERNITY" (Col.). Capitol claimed \$70,000 for ninth week.

"THE MOON IS BLUE" (UA). Victoria expected the 14th week to reach \$13,500.

U-I Shows Sales Spurt

WASHINGTON—Universal Pictures reported last week to the Securities Exchange Commission that its world sales in the 13 weeks ended on Aug. 1 were \$17,471,385. In the comparable quarter, sales were \$15,454,260.

Sales in the recent 39-week period were \$51,948,222 as compared with \$45,831,682 in the 39 weeks ended on Aug. 1, 1952.

New York News Letter

— By Mel Konecuff —

IT LOOKS as though the horizons around theatre TV seem to be spreading and the potential in that field is beginning to look brighter as far as the exhibitor is concerned.



KONECUFF

Last week, Leo Rosen, a former exhibitor, announced that Theatre Television Associates, newly formed division of Cappel, MacDonald Company, an organization devoted in the main to handling merchandise prize campaigns for many of America's largest and well-

known corporations, has formulated a plan to put theatre TV on the map.

At the moment there are 107 theatres in 62 cities equipped for theatre TV with a seating capacity of 235,000. Inde exhibits own 50 while the circuits have 57. Each installation cost from \$10,000 to \$40,000, depending on the equipment and local installation costs, and to date there is an overall investment of \$3,250,000. It is claimed that this investment has not paid off, and programs have been few and far between.

Theatre Television Associates proposes to remedy that situation. Since local line charges average out to about \$500 per month regardless of the number of times that the theatre uses a TV large screen setup, it is planned to sign a minimum of 33 theatres, one in each city for the most part, with, perhaps, the larger ones seeing several included, to a program of weekly boxing matches to be shown each Tuesday night. The matches would come under the auspices of the International Boxing Guild, which controls all phases of the fighting game except for the heavyweight and lightweight categories, and it is expected that there will be enough avid fight fans in each city which would be blacked out wherever a participating TV theatre exists. Title bouts will not be included in the weekly package, but would be handled separately.

Theatres will guarantee 25 cents per seat and pay 15 cents additionally for each ticket sold for each performance. They can cancel out their contract after a minimum number of fights. TTA will pay all line charges and will provide press-books and trailers via National Screen Service. It will also pay each fighter in each event a minimum of \$4,000 per fight. Eventually, TTA will provide other types of entertainment packages for member theatres.

In addition, TTA also plans using its

(Continued on page 25)

Arb. Holds Allied Meeting Spotlight

Lichtman Clarifies Company Policy On "The Robe," CinemaScope Films

INDIANAPOLIS—Allied Theatre Owners of Indiana last week made public correspondence between its president, Trueman T. Rembusch, and 20th-Fox's Al Lichtman regarding the sales policy on "The Robe" and other CinemaScope releases.

It follows:

- Q. Will 20th-Fox serve "The Robe" or other CinemaScope features to theatres not equipped with a screen approved by 20th-Fox?
- A. 20th-Fox will not serve any theatre not equipped with an approved screen. Ordinary type screens give an inferior picture used for CinemaScope, and 20th-Fox does not want the same thing to happen to CinemaScope that happened to 3-D because of inferior presentation. 20th-Fox will continue testing screens of all companies and those that are up to the 20th-Fox standard will be approved.
- Q. Will 20th-Fox attempt to approve the make of penthouse sound in the same manner as the screens?
- A. 20th-Fox has no policy as to the kind and make of penthouse sound the exhibitor uses on "The Robe" and other CinemaScope pictures.
- Q. Will 20th-Fox serve "The Robe" and other CinemaScope pictures to exhibitors whose theatres have approved screens and any make of penthouse stereo sound?
- A. Yes. Naturally, penthouse sound installation must be made for CinemaScope prints with the four magnetic sound tracks.

In addition, President Rembusch wrote H. E. Bragg, assistant director of research,

20th-Fox, for information concerning a rumor that in the type of magnetic sound recording used with CinemaScope prints the sound level on the magnetic tracks diminished each time the print was run through the projectors. It said:

"I am amazed and dumbfounded to learn that any engineering authority could make such statements regarding the performance of magnetic sound tracks. He must be unaware that we have used magnetic recordings on full width film for a substantial number of years, and that while these recordings are different in dimensions, the materials are the same. Similarly, the television and radio industries have a large background of experience in this field (with tape), all of which points to satisfactory long life.

"With our own particular arrangement of tracks, magnetic records have been played in the form of continuous loops for as long as 20 hours at a time, which represents many thousands of passes through the mechanism. With continuous measuring equipment on the output currents, we have been unable to detect any significant loss in volume level or degradation of quality, and these tests exceed in number of passes, by many times, the life of a piece of film in the theatre."

President Rembusch also checked with radio engineers who use regularly magnetic recordings of the same type used on the CinemaScope prints, and these engineers assured Rembusch that they had tape recordings that had had hundreds of runs, and they knew of no occasion where the sound level was reduced by use.

Glasses "Holdouts" Denied

CAMBRIDGE, MASS.—Reports that new style 3-D glasses are being withheld from certain sections of the country until stocks of old-style glasses are used up was declared last week to be "completely groundless" so far as Polaroid 3-D glasses are concerned. Jackson Turner, Polaroid Corporation 3-D viewer sales manager, stated that all viewers now being sold are of exactly the same style and construction. All theatres all over the country are getting identical Polaroid 3-D glasses. New and improved models of Polaroid glasses are being readied for production.

It will be some weeks, however, before the company is ready for mass production of the new styles. When mass-production starts, new models will be distributed simultaneously throughout the country.

Sophie Tucker Feted In New York

NEW YORK—The Cinema Lodge of B'nai B'rith honored Sophie Tucker last week on her Golden Jubilee in show business. Harry Brandt presented Miss Tucker with the Lodge Honor Scroll for her efforts through the years on behalf of interfaith and charitable causes. The main speaker was Sidney G. Kusworm.

Fabian Confers On Production

HOLLYWOOD—Si H. Fabian, president, Stanley Warner Corporation, which now controls Cinerama, came in last fortnight for a series of conferences on future Cinerama production plans. He met with Merian C. Cooper, producer of "This Is Cinerama" and a second feature, tentatively titled "Seven Wonders Of The World." The possibility existed, however, that production might be deferred to permit another property to be shot for release as the second Cinerama feature.

Fabian also conferred with other top producers who have manifested interest in the process.

NSS's Mel Gold Honored

NEW YORK—Mel Gold was honored last week at a testimonial luncheon at the Warwick Hotel for his activities on behalf of the Television Film Council. The meeting was attended by more than 100 persons, and among the speakers honoring Gold were Irving Mack, Seymour Peyser, Bob Emerick, Archie Mayer, and Dr. Alfred N. Goldsmith. Edwin H. James, senior editor, Broadcasting-Telecasting magazine, spoke on "The Limitations of Television Expansion."

Boston Convention Attracts Theatremen From All Parts of Country; Technical Developments Stressed

BOSTON—National Allied's board of directors, headed by President Wilbur Snaper, opened its sessions preliminary to the organization's three-day convention which winds up today (Oct. 7), with a discussion on whether or not it should resume negotiations for an arbitration system.

It had previously been indicated by Alfred Starr, TOA president, that Allied's decision in this matter could have some bearing on TOA's arbitration policy.

The Allied convention also featured the first showing in the east of the Nord 3-D system utilizing color film.

Previous eastern demonstrations employed black and white film for this system, which uses only one projector and camera. The showing was held at the Exeter Street, and on hand were Nathan Supak, president, Nord Process, Inc., Minneapolis; Roy Clapp, inventor, and Edward Lachman, sales manager. Exhibitors were told the cost of the unit and the availability of product.

Also speaking at convention sessions were Al Sindlinger, who did tax research for COMPO in the industry repeal effort, and E. O. Wilschke and L. D. Netter, Altec Corporation, who told an open forum of the technical and financial aspects of 20th-Fox CinemaScope. A special midnight screening of "The Robe," first CinemaScope feature, was held at the Memorial.

Other speakers were James J. Wadsworth, first deputy ambassador to the UN, and William P. Rosensohn, vice-president, Box Office Television, who discussed the plan of his company in theatre television operation. Box Office Television took two booths at the convention to demonstrate equipment.

The complete convention schedule included clinics and discussions of all major problems, with the dinner winding up the affair tonight (Oct. 7).

Land Confabs With Paramount

HOLLYWOOD—Dr. Edwin H. Land, president, Polaroid Corporation, Cambridge, Mass., at the invitation of Loren L. Ryder, director of scientific research and development at Paramount Studios, met with key engineers and production personnel at the studio last week. Dr. Land explained Polaroid's technical assistance program and the characteristics of the new Vectograph, which will make it possible to show 3-D films with one projector.

MPEA To Leave Holland Group

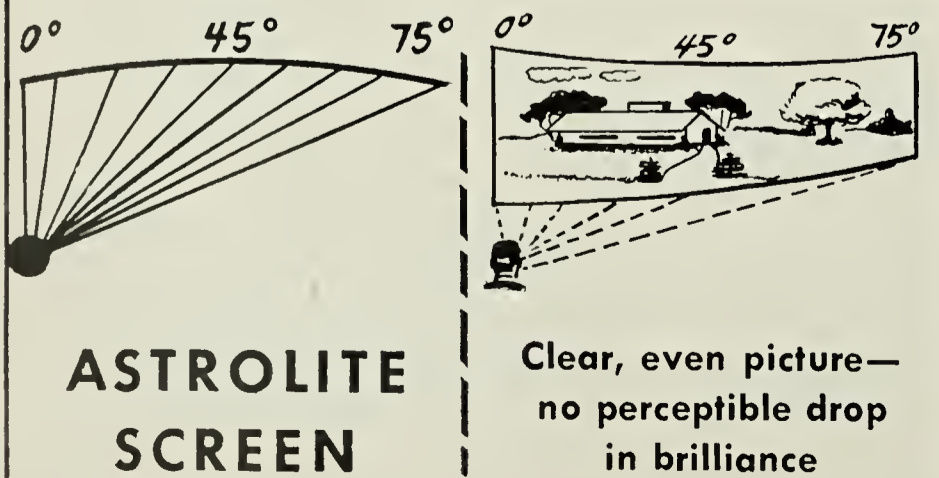
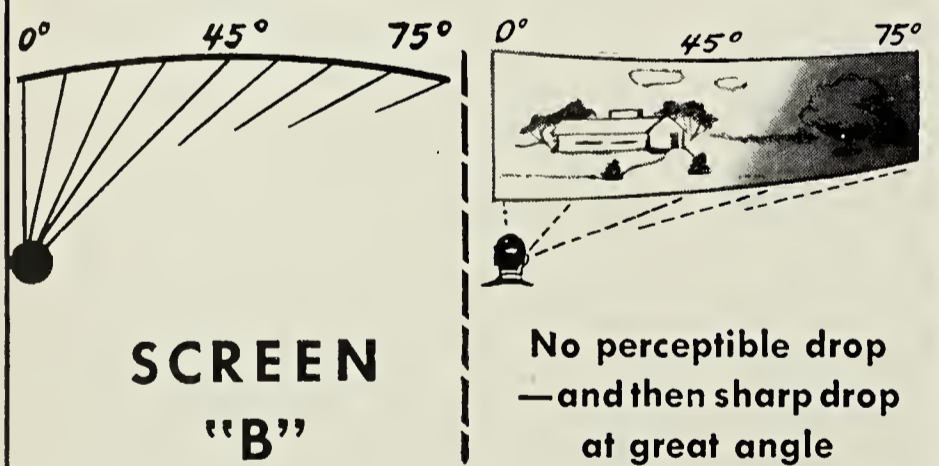
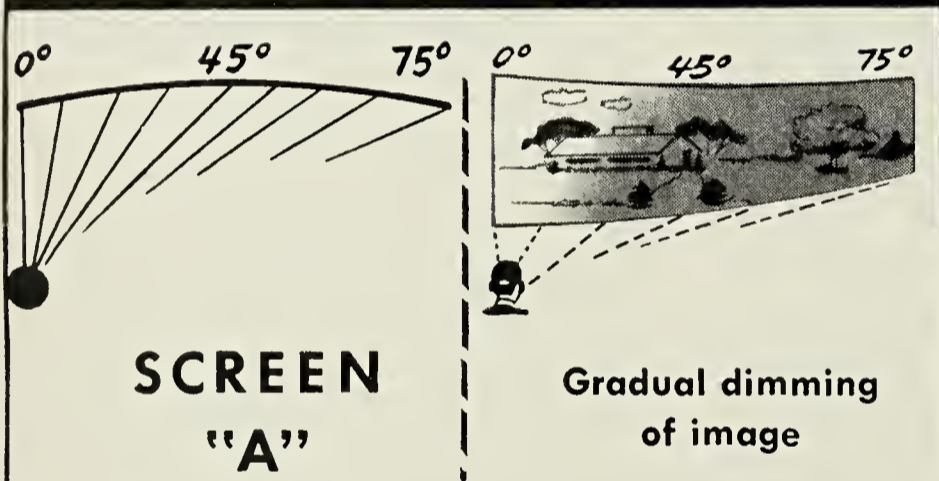
NEW YORK—The MPEA, representing American distributors, last week formally notified Holland's Bioscoop Bond that United States companies would end their membership in the group on Dec. 31. This action followed the failure of MPEA and the Dutch to negotiate a new one-year film agreement.

Now Available . . . Astrolite Screens . . .

YOUR SCREEN FOR FOR ALL-TIME AND

The only screen that makes **EVERY** seat a good seat for CinemaScope, wide screen, 3-D and 2-D . . .

ONLY ASTROLITE GIVES YOU MORE UNIFORM BRILLIANCE

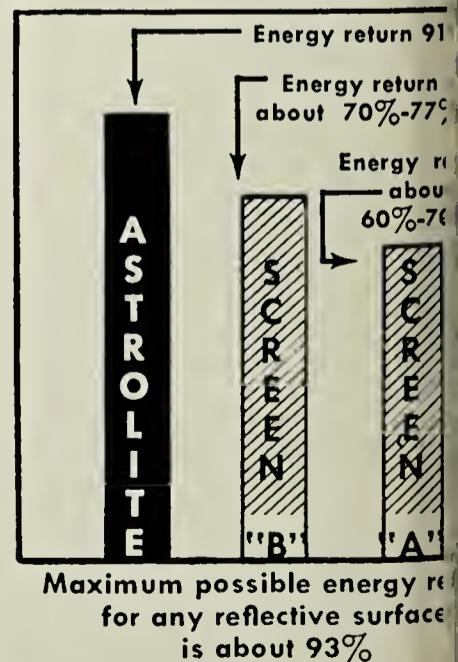


Yes, the Magniglow Astrolite screen is here now . . . and it's wonderful for CinemaScope—for other wide screen systems—for 3-D and 2-D. Exhibitors who have seen the theatre-tests of Astrolite came away thrilled with "the finest screen we have ever seen." Radiants greatly expanded production facilities are in full swing. Astrolite all-purpose screens are now available in stock sizes at attractive low prices—and also in larger sizes custom made for very large theatres.

Remember there is no other screen like Astrolite and no other screen can deliver as much. It is the only fully optically engineered screen. Only Astrolite offers you *greater brilliance* plus more uniform distribution of light reflection so that *every* seat in the house is a good seat. (The charts on this page are based on actual laboratory tests of the 3 leading screen fabrics). That's why—when you install an Astrolite your audience immediately notices the difference—and likes it!

OFFICIALLY APPROVED BY 20th CENTURY FOX

Demonstrations of Astrolite wide screens have won the enthusiastic approval and public endorsement of the executives and engineers of 20th Century Fox. They have announced without reservation that Astrolite meets the high standards required for perfect enjoyment of CinemaScope. Astrolite screens are officially approved standard equipment for CinemaScope installations.



Don't Buy Any New Screen until you have seen an actual demonstration of the Astrolite All-Purpose Screen

Now Available . . . Astrolite Screens . . .

TODAY, TOMORROW FOR ALL PURPOSES

**the only screen that gives
you ALL the features you need**

- 1** More uniform brilliance for every seat in the theatre
- 2** Greater light reflection without need for boosting amperage
- 3** Does not fade, washable, easy to keep clean
- 4** Optically engineered—to retain 3 dimension effect for all seats
- 5** Fungusproof and Flameproof

**Buy Astrolite . . . Avoid
Costly Replacements**

Astrolite is the screen you will eventually have to buy—in order to give your customers the quality of projection they demand. Furthermore, Astrolite screens represent real economy. The special exclusive surface does not darken. It can be easily and quickly washed. It will give you many years of brilliant service. So why not install an Astrolite now—and save expensive replacements?

Registered Mark, U. S. & Foreign Patents Applied For

New Lower Prices

Astrolite Screens are now available at greatly reduced prices.

Up to 50 ft.—\$2.10 per sq. ft.

Over 50 ft.—\$3.00 per sq. ft.

Your dealer or Radiant engineers will be glad to furnish accurate charts showing the exact size that best fits your theatre. We urge you by all means to see a demonstration of Astrolite before you purchase a new screen. Write, wire or phone us today—or contact your dealer.

Exclusive World-Wide Licensee under Glowmeter Magniglow Developments

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Marciano-La Starza Closed TV Gross Over \$300,000; Business Is Uneven

NEW YORK—Forty-four theatres grossed between \$300,000 and \$400,000 with the closed telecast of the Marciano-LaStarza fight, it was estimated last week, with capacity crowds in many of the houses which participated.

Overall, the attendance ranged from sellouts to disappointing. Reception, sight, and sound were good, with some exceptions.

At the Ritz, Los Angeles, a capacity crowd of 1,830 persons had money refunded when the theatre TV equipment broke down before the fight started. The theatre was reported covered by insurance.

The Commack Drive-In, Long Island, sold out. The open-airer has a car capacity of 1,000, and set up accommodations for 10,000 carless patrons. All tickets were sold at \$3.60. TNT was forced to refuse the fight to more than 45 other drive-ins

because of A T and T's inability to clear local loops.

The telecast was seen in more cities and was shown to a total seating capacity greater than any other theatre telecast. Admission prices ranged from \$2.50 to \$4.92.

The International Boxing Club participated to the extent of a \$100,000 guarantee with \$1 for each customer over 100,000. The houses pay the Theatre Network Television \$1.30 per each seat sold against a guarantee of 90 cents for each seat in the theatre.

What would have happened to the nation's box offices if the televising had not been restricted to theatres is something else again. Past experience has shown a terrific dropoff in many areas when a championship bout is televised or broadcast over the regular networks.

Pola-Lite Readies Brit. Machines

NEW YORK—Two huge machines for production of all-plastic, 3-D glasses in the United Kingdom are now being built at the Brooklyn plant of the Pola-Lite Company, manufacturers of 3-D glasses, S. G. Fassoulis, president, announced last week.

True View, Limited, of England, will manufacture the glasses at its plant. The Brooklyn machinery will supplement True View's production. An arrangement made by True View with the J. Arthur Rank Organization places foreign distribution of 3-D glasses through the Rank subsidiary, G. B. Kalee, Limited. The Rank company's deal gives the glasses distribution in the United Kingdom and British possessions, Europe, Latin, and South America. The all-plastic frames, under the Pola-Lite trademark, will be manufactured by the British Xylonite Group, England's largest plastic manufacturer.

20th-Fox Drive Clicking

NEW YORK—William C. Gehring, 20th-Fox executive assistant general sales manager, announced last week that six new company sales records were established in the fourth week of the "Al Lichtman Testimonial Drive." The 38 branches exceeded the prior record for a week's domestic business made in the 45th week of 1947 by 8.79 per cent. The four-week drive accumulated a revenue that produced the biggest 13-week return in company history, surpassing the record final quarter of 1949 by 4.8 per cent.

Mandell Named by FRO

HOLLYWOOD—The appointment of Harry L. Mandell to the position of vice-president in charge of domestic sales for the newly formed Filmmakers Releasing Organization was announced by Irving H. Levin, president, last week.

Mandell was recently producer's representative for "Moulin Rouge." He has had 20 years of distribution experience with Warners, Eagle-Lion, and SRO as a sales executive.

Max Cohen On Foreign Tour

NEW YORK—New York exhibitors are sending an emissary to Europe to survey the developments there, and to make recommendations on his return, it was learned last week.

Leaving on the French liner *Liberte* was Max A. Cohen, chairman, Organization of the Motion Picture Industry, City of New York, who will report back to the organization his findings on new sound systems as well as on visual projection.

In Paris and Rome, he will confer with French and Italian film producers for the purpose of acquiring American rights for showing their motion pictures in his own houses, and in Madrid his mission will be the same, except that the immediate purpose will be acquisition of Spanish films only for exhibiting in the Prospect, Bronx.

TV Equipment On Lease

NEW YORK—Box Office Television, Inc., last week announced that it has made arrangements to give to theatres television projection equipment at no capital outlay under a leasing arrangement whereby the theatres will agree to pay a nominal fixed fee for the use of the equipment for any theatre television shows that they accept.

For large theatres, regular RCA projection equipment will be used, and for smaller theatres, Box Office Television has had special equipment designed, completely portable and requiring no installation cost whatsoever.

The equipment rental plan was unveiled at the Allied Boston convention.

Gunzberg Closing Rental Dept.

HOLLYWOOD—Milton L. Gunzberg, president, Natural Vision Corporation, last week ordered a shutdown of the company's department handling rental to studios of 3-D production equipment and service. He invited bids for seven complete production units such as were used in filming "Bwana Devil" and "House Of Wax." Other operations of the organization will continue, including the sale of stereophonic sound equipment, 3-D booth and screen equipment, and polaroid viewers.

"Decide For Yourself" Screening Set By MGM

NEW YORK—MGM will give exhibitors a chance to decide for themselves when it screens "Kiss Me Kate" for the trade later this month, it was learned last week.

One half of the show will be exhibited in 3-D, the other in 2-D.

"Robe" New Orleans Argument Dismissed

NEW ORLEANS—The court action filed by Joy Theatres, Inc., against Paramount-Gulf and 20th-Fox was dismissed last week, but in consideration of the dismissal, 20th-Fox bound itself to certain stipulations.

Under these, effective on Nov. 1, it will alter and amend its system of bidding in each area within Joy Theatres, Inc., operations by inserting a special clause in the printed form for bid solicitations.

Under this clause, 20th-Fox will make all bids available for inspection, to all those whose bids have not been accepted, if the film is awarded on a bid, within seven days after notification that the award has been made. This is an experimental policy for a year, subject to renewal if it works satisfactorily. The agreement ends if bidding in whole or part is declared illegal. 20th-Fox promises not to disclose any bids to anyone in advance of opening of bids, and Joy Theatres, Inc., will not be bound by the agreement if 20th-Fox violates the letter or spirit of the agreement.

"Robe" In New York Breaks Many Records

NEW YORK—A gross of \$578,427 for "The Robe" at the Roxy, breaking all records in the history of show business, was reported as the picture ended its second week last week. For the second week, the picture garnered \$261,141.

The first week of the engagement of "The Robe" in CinemaScope at the Roxy delivered \$175,000 in film rental to 20th Century-Fox, the largest profit for a single week's engagement in the history of the industry.

Polaroid Inj. Request Denied

BOSTON—In an opinion last week in connection with patent infringement and trademark violation legal action between the Polaroid Corporation and Depix Corporation, Judge George C. Sweeney, U. S. District Court of Massachusetts held that because of the very involved and highly technical nature of the issues raised by the voluminous affidavits submitted, he could not grant Polaroid Corporation's motions for a preliminary injunction and summary judgment in the action now pending between Depix Corporation and Polaroid Corporation, saying he would order the case tried as promptly as possible.

Deneau Joins Paramount

NEW YORK—Sidney G. Deneau last week joined Paramount as general sales assistant to E. K. "Ted" O'Shea, Paramount Film Distributing Corporation vice-president. He has been vice-president in charge of sales for Lopert for three years.



BEHIND THE SCENES...ALTEC

Working behind the scenes, the Altec Companies are major contributors to the technical achievement of Stereophonic sound — an essential part of CinemaScope and most new motion picture processes.

Behind the screen — and in the auditorium are Altec Lansing "Voice of the Theatre" loudspeaker systems providing quality, dependability and uniformity essential for stereophonic presentation. "Voice of the Theatre" loudspeakers are the industry standard for all theatres, small and large.

In the booth — amplifier systems and electronic controls designed and built by Altec Lansing Corporation.

Throughout the theatre — the competent Altec Service engineer with his proven ability to obtain the best results from any sound equipment. He provides careful precise installation supervision and tune-up as well as continuing regular and emergency service to assure the proper maintenance and operation. He is an ever-present helping hand when things go wrong. Motion Picture theatre service is not a side-line to the Altec Service engineer — it's his business, and he excels in his field.

Altec Service can be obtained from any of the hundreds of Altec Service engineers or field representatives. Altec Lansing products and Altec Service installation supervision can be obtained through your Theatre Supply dealer.

If you have not received the booklet "Stereophonic Sound and Altec" send for your copy.

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The International Scene

Canada

Canadian Theatre List Still Grows

TORONTO—Theatre openings continue to grow in Canada, a survey showed last week. The opening of Paul Gauthier's 500-seat Carib in Quesnel, B. C., brings the number of new standard-type houses since the beginning of the year to 36. In the same period, 74 drive-ins have also bowed in, making the total for the first nine months 110, and placing this year second only to 1950 in the number of new situations. In the latter year, 148 theatres, 30 of them drive-ins, were opened to set an all-time record in Canada.

CINE CHATTER: Stock car races at the Canadian National Exhibition turned over \$7,212 to the Variety Village in Toronto. . . . Gross of \$433,000 was reported by the Canadian National Exhibition officials for the evening grandstand show produced by Jack Arthur. Arthur was connected with Famous Players for over 25 years. . . . Haskell M. Masters, Canadian general manager, Warner Brothers Pictures, was on a tour of the company's exchanges in western Canada in connection with the current branch managers' drive. Ralph Foster, head, 16mm. division, was accompanying him.

Clyde Gilmour, film critic, Canadian Broadcasting Corporation, The Vancouver Sun, and MacLean's magazine, has been signed to act as master of ceremonies for a new TV program offering 13 weeks of NFB shorts as half-hour shows. . . . Film Art Trailers acquired the first in a series of training films for theatre employes to be issued by the Theatre Owners of America. . . . Tenders are being called for the proposed National Film Board headquarters in Montreal. . . . Members of the industry were invited to meet Dr. A. W. Trueman, new head, National Film Board, at a cocktail party at the Royal York Hotel, Toronto. . . . Entries for the Canadian Film Awards are now being



London's Pavilion recently presented this front on Warners' "The Beast From 20,000 Fathoms."

accepted for the next competition. . . . Veteran exhibitor Jack Zaitow sold out his interests in Melville, Sask., for about a quarter of a million dollars. . . . Manager Gerry Saunderson, Towne Cinema, Toronto, was the producer and master of ceremonies of a variety show, "Memory Music Hall", at Eaton Auditorium, Toronto.

The Canadian Broadcasting Corporation has recommended that the government grant a television license to Central Ontario Television Limited, in which Famous Players Canadian Corporation has half-interest, to operate a private station at Kitchener, Ontario. Famous Players at present has a licensed TV studio under construction at Quebec City.

His many friends will be sorry to learn that John Dufort, owner-manager, Crystal Palace, Montreal, is ill in Peter Benk Brigham Hospital, Boston. Get-well cards from the boys will be appreciated.

In Toronto, Dave Griesdorf, general manager, presided at the annual Ontario regional conference of Odeon Theatres of Canada at the King Edward Hotel. He was assisted by E. G. Forsyth, assistant general manager; W. C. Tyers, head-office advertising department, and others. T. F. Moran spoke on candy bar promotion, and R. Gardner discussed Saturday morning "Movie Clubs."

Arthur Manson, MGM Pictures of Canada Limited, Toronto, pointed out that following the theme of previous Dominion successes on "Scandal At Scourie", Al Smith, Capitol, Hamilton, played up "The Fighting McChesneys Of Ontario" in newspaper, radio, outdoor, and ballyhoo, as well as in the lobby. Reeves of all surrounding townships were invited.

Japan

In Tokyo, the Nikkatsu Company, which recently decided to enter production will open the largest and only motion picture studio in Japan equipped for color film production. President Hyusaku Hori disclosed that the invested capital for the studio is more than 800,000,000 yen

(\$2,000,000). Most materials have been ordered from the United States, and the studio will feature an Arriflex Western sound system, background projector, and all air-conditioned stages. The new production studio is expected to help alleviate a serious product shortage. Companies are producing only three or four films a month, while the number of theaters has jumped since the war from 2,700 to 3,700. The Nikkatsu Company will make only color films in 2-D and 3-D. It describes the 3-D system as its own for which, it is said, no polarized glasses are needed. Two films a month will be released with the first scheduled for showing at the Marunouchi Mikikatsu, scheduled to be completed at the same time as the studio. Meanwhile, the Konishi-Roku Photo Industry Company announced the invention of a new color film process from monochrome film. The camera, called the Koni-color Camera, was recently completed. It contains a Hexer lens, manufactured by the same company, in which is settled a special prism. The object to be photographed is analyzed in three colors, red, blue, and yellow, and caught on a negative film in the camera. A successful wide-screen projection test of the new system was run with the trial film, "Little Fishmonger," it is said. Nikkatsu announced that it had concluded a deal for the use of the new camera.

England

J. R. Grainger, president, RKO Radio Pictures, was enthusiastically greeted by RKO managers of England, Scotland, Ireland, and Wales, as well as executives of the London home office staff at a sales convention on the RKO president's first visit to this country since he assumed top position with the company. He was accompanied by Alfred Crown, RKO foreign manager. Grainger was introduced to the staff by Bob Wolff, managing director, United Kingdom office.

Italy

Umberto Orlando was last week promoted to the post of general manager for Warners in Italy, with headquarters in Rome, succeeding Mario Zama, resigned. Orlando, sales manager for Warners in Italy, joined the company in 1935.

(Continued on page 26)



Two executives of Amalgamated Theatres of New Zealand, Michael Moodabe, publicity director, left, and his brother, Royce, business manager, right, are seen on their recent visit to the Allied Artists' west coast studios with Johnny Sheffield and Anne Kimbell on the set of "Bomba and The Golden Idol." Elsie, the chimp, is also noted.



Biff Elliott, starring in UA's "I, The Jury," waves to crowds in front of the Toronto City Hall during a recent parade of the International Fire Chiefs, which helped plug the Canadian premiere which was held at Loew's Youngs St., Toronto.



CINERAMA . . .

One full year on Broadway, still smashing box office records!

Yes, Cinerama—the film medium that ushered in a new era of entertainment—celebrates its first Broadway birthday—and box office has never been better!

In just one year of public showings Cinerama has been eagerly accepted by an overwhelmed public. It is acclaimed as the most dramatic addition to motion picture entertainment in 25 years! The silent “flickers” provided action, the “Jazz Singer” introduced sound, and Technicolor showed the subject in natural color. But it is Cinerama, and only Cinerama, which surrounds *you*, the viewer, with movement, color and sound so realistic—with such dynamic impact—that *you* become a part of every brilliant sequence.

Since its first showing, Cinerama has become one of the world's outstanding theatrical attractions.

It has yet to be equalled. It can never be excelled.

There is only one Cinerama! The whole country knows it! Box office receipts prove it!

NEW YORK . . . Warner Theatre
52nd Week
2 million patrons

DETROIT . . . Music Hall Theatre
28th Week

PHILADELPHIA . . . Boyd Theatre. Opening October 5th—largest advance sale for this city.

CHICAGO . . . Palace Theatre
9th Week

LOS ANGELES . . . Hollywood Theatre
22nd Week

WASHINGTON, D. C. . . . Warner Theatre
Opening day—November 5th



There is only one

CINERAMA

This Was The Week When

Richard Allan and Audrey Dalton were honored as first-place winners in the annual Photoplay magazine "Choose Your Stars" contest with Byron Palmer and Pat Crowley as runners-up. . . . MGM revealed that when "Torch Song" gets a three-city world premiere pre-release unveiling in Syracuse, N. Y., Columbus, O., and Richmond, Va., there will be a different selling angle in each, musical, love and drama, and a combination of both, respectively. . . . MGM revealed that more than 57 theatres had sent in entry cards for the "Lucky 7 Showmanship Contest."

Columbia's "From Here To Eternity" entered the ninth week of its run at the Capitol, New York, after having registered \$1,050,000 for eight weeks, an average of \$131,250 weekly. . . . "Little Fugitive", produced by Ray Ashley and Morris Engel, had its world premiere at the Normandie, New York City. . . . UA announced a national tieup with the Louis Sherry Candy Company for "99 River Street."

Brandon Films revealed that Festival honors had been received by "Julius Caesar", "Ai-Ye", "Altar Masterpiece", "Philip Evergood", "Toulouse-Latrec", and "Mark Tobey, Artist." . . . Rodgers and Unger Associates announced that it had taken over the American release of "Miss Julie." . . . 20th-Fox announced a tieup with 3000 supermarkets in 37 states and the District of Columbia for "The Robe" and CinemaScope with Collier's magazine in a merchandising program. . . . Steve Broidy, AA president, arrived from England with Edward Morey, Morey R. Goldstein, and Norton V. Richey. . . . The world premiere of "Decameron Nights" was set by RKO for the Beverly, Los Angeles, on Oct. 15.

Hilda Simms made radio-TV appearances in New York on behalf of UA's "The Joe Louis Story." . . . WB set the world bow of "Hondo" for El Paso, Tex., early next month. . . . Technicolor, Inc., declared a dividend of 25 cents per share on the new \$1 par common stock and 50 cents per share on the old no-par common stock not exchanged.

Trade Executives To Be Prominent At Chi. Popcorn, Concess. Meeting

CHICAGO—Popcorn history will be made on Oct. 11-12-13-14 when the industry gathers for the annual International Popcorn and Concession Industries Convention and Exhibition at the Conrad Hilton Hotel. This announcement was made jointly by Oliver Koeneman, Old Vienna Products Company, St. Louis, president, National Association of Popcorn Manufacturers, sponsor of the convention, and Martin B. Coopersmith, The Marjack Company, Washington, D. C., 1953 general convention chairman.

Of special interest to the theatre and concession industry is a special program comprising six two-and-one-half hour sessions devoted to popcorn, candy, ice cream, soft drinks, and drive-in operation, chairmanned by Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, New York. This will feature over 20 industry leaders, who will discuss individual subjects pertaining to concession management.

On October 12 the Popcorn Industry Organizing Committee will pioneer the new, single, overall popcorn and concession industries trade group, The International Popcorn Association. Appointed a year ago, this committee, composed of representatives of all segments of the popcorn and concessions industries, worked out the constitutional basis for IPA, giving active membership and equal voting representation to all segments. The proposed new IPA constitution and by-laws have been approved by the directors of the National Association of Popcorn Manufacturers and the Popcorn Processors Association.

Serving as members of the Popcorn In-

dustry Organizing Committee were Coopersmith, chairman; Dave C. Evans, Gold Medal Products Company, Cincinnati; Van Myers, Wometco Theatres, Miami, Fla.; Louise Wesson, Video Independent Theatres, Oklahoma City; A. J. Villiesse, Villiesse Sales Company, Wilmette, Ill.; S. T. Jacobson, Krispy Kist Korn Machine Company, Chicago; Syd Spiegel, Super Pufft Popcorn Limited, Toronto, Canada, and William Smith, representing The Popcorn Processors Association, Chicago.

Evans, exhibit chairman, will be in charge of the 50-booth popcorn and concession industries combined exhibition.

An innovation will mark this year's convention. Each segment of the industry will have separate concurrent meetings for three days. Each separate program will be chairmanned by an industry leader of the segment. Among those serving as program chairmen are J. A. McCarty, J. A. McCarty Seed Company, Evansville, Ind., processor; Leonard M. Japp, Special Foods Company, Chicago, manufacturer wholesale; Nathan, theatre concession operator; W. C. "Chet" Peters, Peters Popcorn Confections, Greeley, Colo., retail popcorn shop; A. J. Schmitt, Houston Popcorn and Supply Company, jobber-distributor, and Harry C. Lazear, Marion, O., broker.

Ken Wells and J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Canada, have arranged a social and entertainment program beginning with a buffet supper party on Oct. 11, coupled with a preview of the exhibition. The opening convention luncheon is scheduled for Oct. 12. Featured speaker is G. W.

(Continued on page 23)

Sindlinger Answers Goldwyn On Closings

RIDLEY PARK, PA.—A letter to Samuel Goldwyn from Albert E. Sindlinger, Sindlinger and Company, Inc., made public last fortnight, declared that recent statements by the producer "damagingly confirm arguments and actions of certain government officials who found it expedient to ignore industry facts in connection with tax relief."

The letter referred to such statements attributed to Goldwyn as "there are too many theatres for the good of the industry," "closings are all for the better . . . a blessing in disguise," ". . . industry tries to make pictures for too many theatres," and ". . . President Eisenhower hardly could have acted otherwise . . . could not have been expected to single out one industry on preferential treatment on tax relief."

The letter stated that of the 5,437 theatres completely in the red as of July 1, about 63 per cent are city subsequent-runs, the remainder being small town first-runs, of which more than 500 are in single theatre communities. Their annual gross is put at \$132,000,000, while admission tax payments total \$26,400,000, and losses after adoption of concession income aggregated \$14,500,000.

Since 1946, theatres, because of the federal tax have been able to increase prices only five per cent, while costs were up about 24 per cent. Sindlinger added that during July and August, of over 300 closed, 53 were in single theatre communities.

The letter asked Goldwyn whether he feels that with fewer theatres, fewer pictures would be needed, and that with a more restricted division of present movie consumption, competition for playing time would create better pictures. Sindlinger asserted that his analysis shows that when a theatre closes in a multi-theatre community, generally no more than 20 per cent of the house's business is picked up by other theatres.

Later, Goldwyn commented from Hollywood as follows:

"Apparently my remarks on my return from Europe about President Eisenhower's veto of the bill to remove the 20 per cent boxoffice tax have been misunderstood. I said that I believed President Eisenhower had no alternative except to veto the bill. This was not because I believe the tax should be continued but because, along with the President, I do not believe one industry should be singled out for special consideration.

"I firmly believe the 20 per cent boxoffice tax should be repealed and the amount of the tax spread equitably among the theatre going public, exhibitors and producers. The industry should continue to press for boxoffice tax relief as part of an orderly overall program of tax revision at the next session of Congress which the Secretary of the Treasury has already indicated is part of the administration's program."

"La Ronde" Decision Appealed

WASHINGTON—Commercial Pictures Corporation last week appealed to the U. S. Supreme Court from the New York State censorship ban on "La Ronde."

DON'T STACK THE CARDS AGAINST YOUR 3-D PROFITS!

Prove to yourself that your patrons see 3-D best through Polaroid[®] glasses!

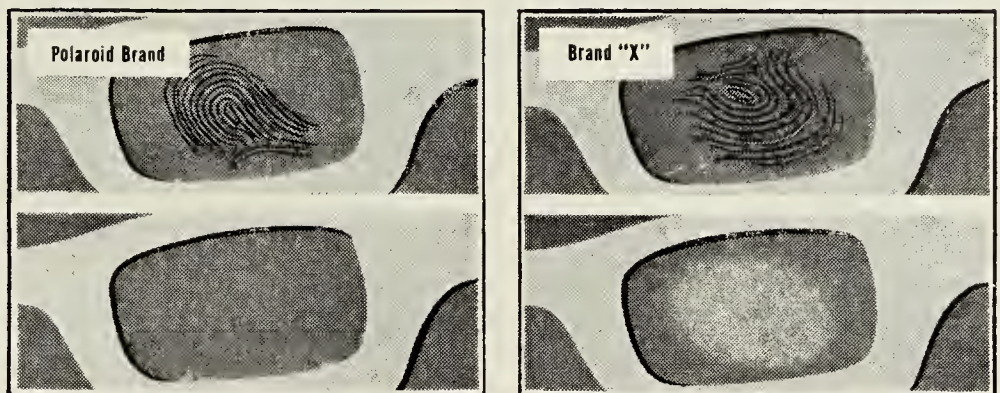
The optical quality of the glasses you supply can make or break your potential profits on 3-D. Inferior glasses will spoil any show for your patrons—and stack the cards against your coming 3-D pictures.

You can prevent this from happening simply by checking the quality of the glasses yourself—*before* you buy.

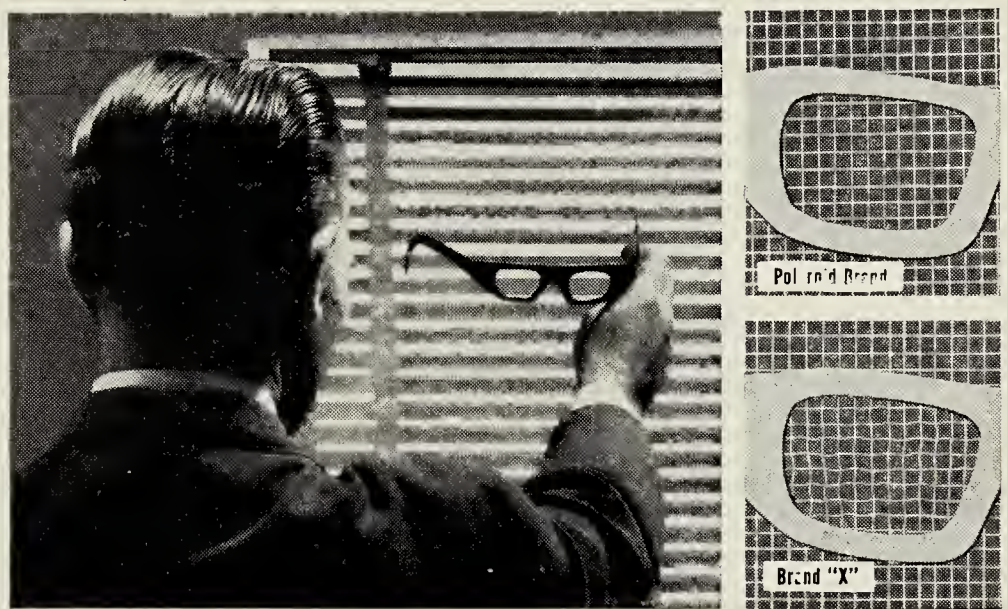
It's quick and easy. On the right are three simple tests. Any pair of glasses should pass all three with flying colors—if your patrons are to enjoy 3-D.

You'll find that genuine Polaroid 3-D Glasses pass these tests, and any other quality tests, easily. Their high optical quality is maintained by the same careful quality control that Polaroid Corporation uses on goggle lenses made for the Armed Forces.

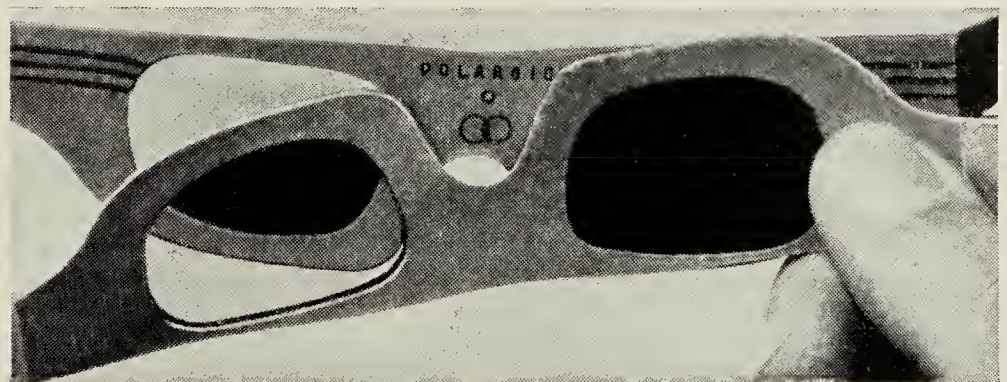
So why take chances? Order genuine Polaroid 3-D Glasses and be sure.



FINGERPRINT TEST: Wet thumb and press against glasses. Take handkerchief and try to rub off. Fingerprints are almost impossible to rub off inferior lenses and polarization is often destroyed completely. You'll find fingerprints can be rubbed off genuine Polaroid lenses without damage.



DISTORTION TEST: Hold glasses at arm's length. Close one eye, and look through one lens at a distant straight line. Move glasses back and forth. Through genuine Polaroid 3-D Glasses, the line will stay straight. Through inferior lenses line will appear wavy. Patrons will see a watery, fuzzy picture.



BLACKOUT TEST: Take two viewers. Hold one upside down against the other. Look through lenses at light. Inferior lenses that are not correctly polarized will let through light from wrong image and patrons will see "ghosts". Genuine Polaroid lenses are polarized correctly. Each eye sees only the image intended for it.

IMPORTANT!

Polaroid 3-D Glasses
are now available from
your RCA THEATRE
SUPPLY DEALER.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in *The Pink Section*.—Ed.)

MGM

"Torch Song"—Should get the women's vote.

PARAMOUNT

"Botany Bay"—Fair melodrama.

COLUMBIA

"Combat Squad"—For the lower half.

UA

"The Joe Louis Story"—Exploitation film has the angles.

"The Village"—Okeh for the art and class spots.

"Donovan's Brain"—Fair science fiction melodrama.

U-I

"The Gentle Gunman"—Fair import.

"Something Money Can't Buy"—Art spots may like it.

WB

"So Big"—Good women's show.

TV, Films Share SMPTE Meeting Att.

NEW YORK—The motion picture industry and TV are sharing a common meeting ground this week at the 74th semi-annual convention of the Society of Motion Picture and Television Engineers at the Hotel Statler. Films for television and theatre TV share the Society spotlight with the most varied agenda in SMPTE convention history, including stereophonic sound, 3-D, wide-screen, high-speed photography, foreign language film dubbing, new film printing, color photography, and the awarding of the Society's highly-coveted annual awards.

Henry J. Taylor addressed the opening luncheon.

The 74th semi-annual banquet and dance will be held tonight (Oct. 7), preceded by cocktail hour.

Color and black-and-white reproduction will be the subject of the Oct. 8 session, followed by an intensive examination of 3-D film equipment and practices. The recent history of new techniques and wide-screen methods will be discussed on Oct. 9, and the convention will come to a conclusion with a general session.

Fred Waller, inventor of the Cinerama motion picture process, received the Progress Medal Award as the climax of the opening day sessions.

Ornstein Tome In 2nd Printing

NEW YORK—It was announced last week that a second edition of "Ma And Me", written by William Ornstein, MGM publicist, is available in book stores and libraries. The book has received considerable acclaim from the critics. In the second printing, certain changes were made giving continuity to the stories, and the new volume is available at \$3 per copy.

The stories, dealing with warm incidents of home life, were published in various publications previous to the issuance of the volume by The Story Book Press, Dallas.

Ornstein has been writing short stories for years, and rates well in the forefront of such writers. His current volume continues his high standard of excellence.



Leo Rosen, in charge of television operations for Cappel-MacDonald and Company, New York, recently announced that for the first time in the history of theatre TV, a series of major boxing attractions will be offered to exhibitors on a regular basis 52 times a year on Tuesday.

NSS Readies Special TV Trailers

NEW YORK—Leo Rosen, in charge of television operations for Cappel-MacDonald and Company, announced last week that negotiations have been completed with National Screen Service for the production and distribution of special trailers and advertising accessories to promote the company's recently scheduled series of weekly theatre television boxing bouts to get underway on Oct. 27.

The arrangements were made by Rosen and George Dembow, NSS vice-president in charge of sales, the first time that such a trailer service was made available to exhibitors on a regular weekly basis.

The accessories will include weekly trailers announcing specific boxing bouts, banners, valances, posters, standees, 40x60's, and other assorted advertising material.

National newspaper and radio publicity will be planted in cities where theatre television is available, through Norton and Condon, Inc., public relations counsel. This will complement the normal coverage.

U-I Earnings On Increase

NEW YORK—It was announced last week that U-I's consolidated net earnings for the 39 weeks ended on Aug. 1 increased to \$2,301,007, equal to \$2.12 per common share, compared with \$1,752,473, or \$1.63 per share, in the same period last year.

Profit in the three quarters of the current year is less than \$7,000, or three cents per share, under the annual profit last year of \$2,307,701, equal to \$2.15 per common share. In addition, the number of shares outstanding has increased since the end of the last fiscal year from 961,968 to 999,306 as of Aug. 1.

Profit in the recent 39-week period reflects provision of \$3,300,000 for estimated federal income and excess profits taxes, as against similar provisions last year of \$2,900,000.

Makelim Takes Atlas Control

HOLLYWOOD—H. R. Makelim has purchased control of Atlas Pictures, it was revealed last week. Harry H. Thomas and N. P. Jacobs resigned, with Sam Nathanson now operating head. "Man Of Conflict", made by Makelim, is the company's first picture.

PEOPLE

NEW YORK—Mervin Houser, RKO eastern director of advertising, publicity, and exploitation, last week announced the appointment of Milt Mohr as publicity manager. Mohr has been assistant publicity manager since April, when he joined the company from Paramount. The appointment of Mohr completes all top departmental positions, Houser announced, with David Cantor exploitation manager, Ben Grimm advertising manager, Rutgers Neilson foreign publicity manager, and Leon Bamberger sales promotion manager.

HOLLYWOOD—Ellis Arnall, former Georgia governor and SIMPP president, was named last fortnight to the presidency of the newly organized Independent Motion Picture Export Association at the first meeting of the board. Other officers on the new organization's staff are Marvin L. Faris, secretary, and George L. Bagnall, treasurer, both of whom hold similar posts in the parent organization.

NEW YORK—Matthew Fox, chairman of the board, Motion Pictures for Television, Inc., last week announced the promotion of Lew Kerner as vice-president. Kerner, presently production and programming chief, will be concerned primarily with development of new TV programs built around top personalities and important properties.

NEW YORK—Alex Halperin, zone manager for midwest operations, Stanley Warner Corporation, last week announced the appointment of Dave Goldman as buyer-booker attached to the Milwaukee office. Goldman is a seasoned veteran in the picture business, having been in distribution and printing, as well as exhibition.

HOLLYWOOD—Al Horwits, U-I studio publicity director, resigned last week after 11 years with the company to join Arthur P. Jacobs and Associates as a partner. Horwits joined the company in 1942 as publicity manager, and was named studio publicity director in 1949.

WASHINGTON—The resignation of James B. Faichney, chief, production branch, United States Information Agency's New York branch, was accepted last week by J. Cheever Cowdin, director, USA Motion Picture Service.

NEW YORK—Leon Goldberg, vice-president and U-I treasurer for the past four years, and a member of the company's board, last week submitted his resignation effective as of Oct. 16.

Theatre Candy Sales Drop

NEW YORK—An analysis made public last week by the market research division, National Association of Tobacco Distributors, reported that despite total sales slightly under the 1951 mark, theatres and amusement centers accounted for nine per cent of retail candy and confectionary products in 1952. Sales in theatre-amusement situations decreased from \$149,040,000 in 1951 to \$146,160,000 in 1952, a drop of 1.93 per cent, equal to a market share decrease of 2.17 per cent.

Candy dispensed through automatic vending machines is not included in the above figures.



Let's go to



CHICAGO

to the 1953

**TOA CONVENTION
AND TRADE SHOW**

(COMBINED WITH TESMA TRADE SHOW)

New Dimensions

Hollywood Stars

Gala Entertainment

Industry's Greatest Trade Show



**Conrad Hilton Hotel
November 1-5**

If the answers to our current problems are available, you'll find them in Chicago!

REGISTRATION FEES: \$50 FOR MEN, \$25 FOR LADIES. FOR REGISTRATIONS AND ROOM RESERVATIONS: CHARLES MCBREEN, CHICAGO THEATRE BLDG., CHICAGO, ILL.

Changes Predicted For Federal Tax Form

WASHINGTON—The Bureau of Internal revenue last week promised theatre owners relief before July 1 from the new tax reporting method after receiving numerous inquiries and complaints from exhibitors and others paying federal excise taxes.

Formerly, a theatre owner reported and submitted payment for the aggregate 20 per cent collections on admission tickets sold. Now he is required to set out the total amount charged or collected; exemptions in the form of complimentary tickets, block sales to organizations and the like, and net collections.

The Bureau has agreed that the new form probably requires more work and more information than should be required or can properly be audited. Thousands of the new forms have been printed, however.

New Amer.-Anglo Deal Set For One Year

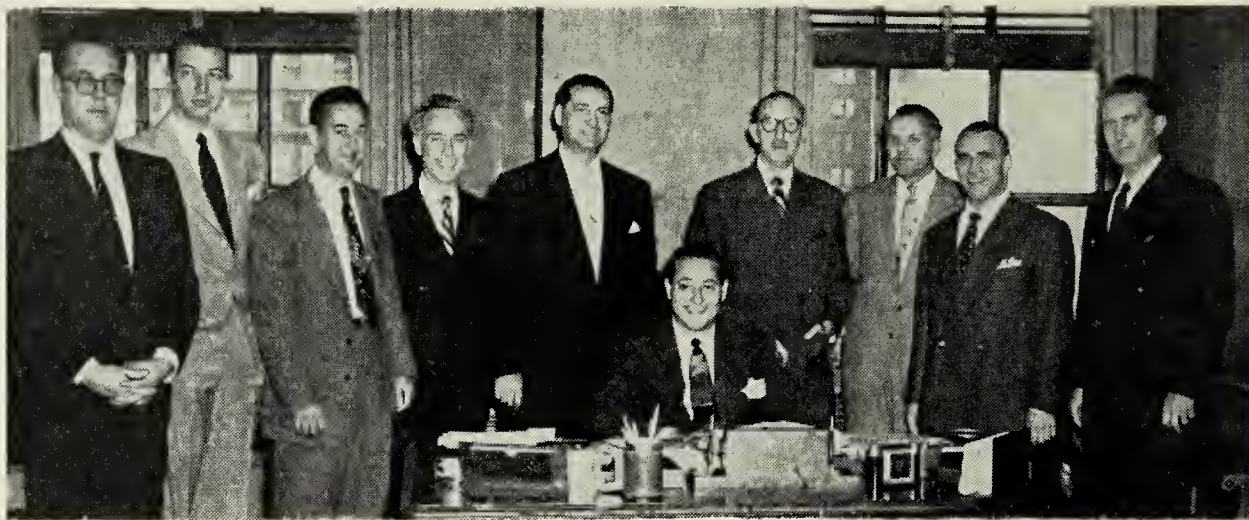
NEW YORK—Ratification of the new Anglo-American film agreement, concluded after only three days of negotiations, was announced as expected by Her Majesty's Government, the Motion Picture Export Association, and the Independent Motion Picture Export Association last week.

The representatives last fortnight reached agreement on a one-year pact differing little from the one which just ran out and which must be approved by the boards of MPEA and SIMPP in this country and the Board of Trade and the Exchequer in England.

Under the present agreement, American companies are authorized remittances of \$17,000,000. Other provisions believed to have been adopted with little or no change include: each company is authorized to transfer in dollars an amount equivalent to one-third of the amount of unremittable sterling spent in the United Kingdom for film production or outside the U. K. for the production of British films and an amount equivalent to one-half of the amount paid to other producers of British films for the rights to such films, or as royalties from their distribution that include the Western hemisphere. The expiring agreement also provides for the expenditure of the remittable portion of company earnings in Britain in numerous ways with the object of utilizing them entirely in the sterling area.

One of the provisions of the Anglo-American film agreement calls for the waiving again of the right to remit Eady money accruing to their credit during the 12-month period by American companies.

Eric A. Johnston, George Weltner, Ralph D. Hetzel, Jr., Fayette F. Allport, and G. Griffith Johnson formed the MPAA team, while the SIMPP was represented by Ellis G. Arnall and James A. Mulvey. British negotiators were Sir Maurice Dean, second secretary, British Board of Trade; Sidney Golt, BOT films division head; Peter Vinter, assistant secretary, British Exchequer; Jeffry Parker, commercial counsel, British Embassy, and Richard Sharp, Exchequer delegate in Washington.



Arnold M. Picker, seated, United Artists vice-president in charge of foreign distribution, recently gathered his staff to discuss promotion plans for the United Kingdom with Montague C. Morton, fourth from right, UA managing director for Great Britain, in the company's New York home office. Standing, left to right, are Richard Condon, who will conduct a publicity survey for the company in Great Britain and Europe; Ben Halpern, assistant to the foreign publicity director; Sidney Lieb, head, foreign service department; Samuel Cohen, foreign publicity director; Alfred Katz, foreign sales Morton; Al E. Bollenger, treasurer; Louis Lober, foreign general manager, and Andy Albeck, assistant.

Reade In Art House Deal

NEW YORK—Walter Reade Theatres Circuit revealed last week a project, in connection with Continental Distributors, Inc., whereby exhibitors of art theatres would participate in distribution profits in addition to individual operation, and member units would bid for United States rights to foreign product for specialized house presentation. The circuit closed a deal with Schwarz Theatres of California, whereby the Bridge, San Francisco, becomes a joint operation.

Walter Reade, Jr., circuit president, said that theatres in Chicago, St. Louis, Los Angeles, Cleveland, Philadelphia, and Boston are considering similar affiliations.

Jack P. Harris, film buyer, Walter Reade Theatres, went to the west coast to confer with Schwarz and to confer with Los Angeles exhibitors on premiere showings of "Tonight at 8:30," a Continental Distributors, Inc., release. Harris will also visit the major Hollywood studios to investigate the new product situation.

Johnston Pioneer Fete Chairman

NEW YORK—Jack Cohn, president, announced last fortnight that Eric A. Johnston, MPAA president, has been named chairman of the 15th annual dinner of the Motion Picture Pioneers, scheduled for Nov. 12 at the Astor Hotel. Johnston is an honorary member.

The dinner will honor Barney Balaban, Paramount president.

Colosseum To Consider Distributors' Offer

NEW YORK—The Colosseum of Motion Picture Salesmen will consider at its New Orleans convention on Oct. 9-10 a distributors' proposal to grant salesmen a \$5 a week increase and a boost of \$1 a day in expense allowances.

These terms were offered at a meeting between the Colosseum's negotiating committee, headed by general counsel David Benzor, and the distributors' exchange operations committee. Salesmen now receive \$9 per day for expenses while on the road. The Colosseum asked for an increase of \$15 a week and an additional \$3 a day for expenses. The present agreement has been extended until after the convention.

20th-Fox Earnings Down

NEW YORK—Spyros Skouras, 20th-Fox president, revealed in a report to stockholders last fortnight that consolidated net earnings of the company and subsidiaries for the 39 weeks ended on Sept. 26 totalled \$1,100,000, equal to 40 cents per common share. In the same period last year, earnings were \$1,277,000, equal to 46 cents per share. The third quarter net is estimated at \$942,000, against \$1,123,000 last year.

He pointed out that the conversion to CinemaScope and the accelerated release of 2-D films adversely affected earnings, and said that it was expected that the release of "The Robe" and other CinemaScope films should improve earnings.

MPEA Solid On Guatemala

NEW YORK—It was reported after the meeting of the MPEA board last fortnight that American distributors were solid in the cutoff of export of films to Guatemala. The halting of film shipments came about as a result of the imposition of a 20 per cent tax by Guatemala City. Also discussed was the agreement situation in Norway and Holland. Another subject was a reported "unofficial" Indonesian offer to okay 25 per cent or 30 per cent of remittances at the official rate, with a surcharge applicable to the remainder, and a proposal for United States distributor participation in a Brazilian public relations program.

Chi. House Gets Bidding Okeh

CHICAGO—By a court order signed last week, the RKO Grand was given permission to bid, negotiate, and contract for pictures for an unlimited run.

This action comes as a result of litigation commenced by the Grand to free itself from the two-week limitation imposed a number of years ago.

A further hearing in this case is scheduled in November.

Rogers Discharges Increase

NEW YORK—Fourteen tuberculosis patients at Will Rogers Memorial Hospital, Saranac Lake, N. Y., received medical discharges during the month of September, establishing a rate of healing that surpasses any one-month period since the hospital opened its doors 27 years ago, it was announced last week.

Trade

(Continued from page 18)

Carrington, advertising manager, Morton Salt Company, Chicago, on "Popcorn Fall Festival and National Popcorn Week Promotion." Another luncheon is scheduled for Oct. 13, followed by the first annual business meeting of The International Popcorn Association. On Oct. 14, there will be the annual suppliers cocktail party followed by the annual convention banquet and dance.

The schedule of particular interest to the motion picture industry follows:

THEATRE AND CONCESSION OPERATORS SESSION

Bert Nathan, program chairman
Theatre Popcorn Vending Corporation,
Brooklyn

OCT. 12

9.30 a. m.—Formation of International Popcorn Association.

2 p. m.—Popcorn Outlook For 1953-54—Preston H. Luin, Western Popcorn Company, Atlantic, Ia.; The Oil Picture—Prices and Supply—James A. Ryan, C. F. Simonin's Sons, Philadelphia; Popcorn Plant Operation—Nat Buchman, American Theatre Supply Corporation, Boston; Pre-Popped Popcorn vs. Popping On Location—Marie Frye, Tri-States Theatres, Des Moines, and Abe Bloom, Balaban and Katz, Chicago; Butter Popcorn and What It Means—Lee Koken, RKO Theatres, New York City, and Russell Fifer, American Butter Institute, Chicago; Bags vs. Boxes—Irving A. Singer, Rex Specialty Bag Corporation, Brooklyn, and Fraser Gatenby, Sutherland Paper Company, Kalamazoo, Mich.

OCT. 13

9.30 a. m.—How To Increase Popcorn Sales—Herb Hahn, United Paramount Theatres, New York City; Candy—Backbone Of Concession Sales—Philip P. Gott, president, National Confectioners Association, Chicago; Proper Merchandising Of Candy and Popcorn—L. M. Ettlinger, ABC Vending Corporation, New York City; How Can Candy Manufacturers Increase Candy Sales—Harold Newman, Century Theatres, New York City.

2 p. m.—How Can Our Ice Cream Sales Be Improved—James Loeb, Walter Reade Theatres, Asbury Park, N. J.; Coin Operated vs. Manually Operated Drink Machines—Mel Rapp, Automatic Products Company, New York City, and Arthur B. Segal, SelMix, Inc., New York City; Hot Dogs In Indoor Theatre Lobbies—Glenn Packard, Alliance Theatre, Chicago; How Theatre Concessions Are Doing In Canada—Tom Moran, Odeon Theatres, Toronto, Ontario.

OCT. 14

9.30 a. m.—Concession Drive-In Business In Canada—John Flanagan, Theatre Confections Limited, Toronto; Restaurant Knowledge Valuable In Drive-In Concessions—Spiro J. Papas, Keno Family Theatres, Chicago; Concession Stand Layout For Drive-Ins—Mortie Marks, Jefferson Amusement Company, Beaumont, Tex.; Concession-Refreshment Trailers—James O. Hoover, Martin Theatres, Columbus, Ga.; Irving Mack, Filmack Corporation, Chicago; Vincent Gottschalk, Filmack Corporation, and E. L. Almquist, Armour and Company, Chicago.

2 p. m.—Premiums Will Help Concession Sales—Barry Allen, Premier Operating Company, Toronto, Ont.; New Vending Items For Theatres—Carl Siegel, Stanley Warner Theatres, New York City; What's New In Popcorn Equipment?—Arthur H. Preston, Wesmas Candy Corporation, Springfield, Mass.; Point-Of-Purchase Sales Aids—Harry Botwick, Florida State Theatres, Jacksonville, Fla.;



MGM's "Take The High Ground" recently got off to a fast start when it had its premiere at the Plaza, El Paso, Tex., and four other Texas cities. The film was made at Fort Bliss. Seen above at a press breakfast are, left to right, George Murphy, Brigadier General Frank Dorn, Lieutenant Colonel H. E. Brandt, PIO at Fort Bliss; Russ Tamblyn; Colonel Pendleton, Hogan, and, front row, Richard Brooks, Richard Widmark, Elaine Stewart, and MGM production chief Dore Schary.

What's New In Vending Equipment—G. S. Schreiber, editor, Vend magazine, Chicago; What International Popcorn Association Can Do To Help The Theatre Concession Operator—Thomas J. Sullivan, Executive vice-president, NAPM; Summary Of Popcorn, Candy, Soft Drinks, Ice Cream and Drive-In Operations—Bert Nathan.

Special programs are also being arranged for popcorn processor, manufacturer wholesale, retail popcorn shop, jobber-distributor, and broker segments of the popcorn industry.

To be heard at other sessions are Larry

Goldmeier, Poppers Supply Company, Philadelphia, on storage and handling facilities; Philip L. Lowe, Theatre Candy Company, Boston, on trading credit information; Raymond J. Showe, Theatre Candy Company, Inc., Pittsburgh, on how to develop new sources of business, and Lawson Rankin, Standard Theatre Supply Company, Greensboro, N. C., on how to service theatres, among others.

In accordance with the provisions of the constitution and by-laws of the proposed single, overall industry trade group, The International Popcorn Association, each active voting segment, popcorn processor, manufacturer wholesale, theatre and concession operator, retail popcorn shop, jobber-distributor, broker, and popcorn equipment manufacturer will elect two directors to represent the segment on the IPA board of directors.

Cinerama Account to Greenthal

NEW YORK—After Oct. 1, advertising for Cinerama Productions Corporation is being handled by the Monroe Greenthal Agency, according to an announcement last week by Lester Isaac, general manager of exhibition for the company.

Included in the operation will be the presentation of Cinerama in 20 American cities before the first of the year and a trade paper campaign in connection with Cinerama's anniversary.

Legion Commends Code

NEW YORK—The Production Code, the industry's voluntary system of self regulation, was commended by Arthur J. Connell, national commander, The American Legion, in a letter to Eric Johnston, MPAA president, last week.



ALTEC SERVICE
has the answers!



Altec Engineers assisted in the research and development of the new motion picture sound projection and techniques. Their advanced technical background and unequalled know-how work for you, when you call on your Altec Service Man to install and service your booth and sound equipment.



An Altec Service Contract is your assurance of trouble-free operation at minimum cost — get the facts now.

161 SIXTH AVE., NEW YORK 13, N.Y. • The finest in technical service for theatres.

3-D Council Organized To Promote All Processes

NEW YORK—Formation of a Council for 3-D Film Progress, Inc., was announced last week.

Leaders in production, exhibition, distribution, and allied industries were notified of the purposes and program, of the new non-profit corporation with Robert H. Odell, New York City, as executive director.

Odell stated that the Council hopes to be able to help every type of new-dimensional film.

A temporary board, for formation purposes, includes: Odell, executive director; Al O'Keefe, vice-president in charge of sales, Pola-Lite Company, and Chester Ross, executive vice-president, National Film Service. Other incorporators are Edward T. Ingle, Washington, D. C., former director of radio and television for the Republican National Committee, and Julian Jawitz, general counsel.

STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

Required by the Act of Congress of Aug. 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946, of EXHIBITOR, published weekly at Philadelphia, Pennsylvania, for October 1, 1953.

State of Pennsylvania, County of Philadelphia, ss.—Before me, a notary public in and for the state and county aforesaid, personally appeared Max Cades, who, having been duly sworn according to law, deposes, and says that he is the business manager of EXHIBITOR, and that the following is, to the best of his knowledge and belief, a true statement of ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of Aug. 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Section 34.38, Postal Laws and Regulations), to wit:

1. That the names and addresses of the publisher, business manager, and editor are:

Publisher—Jay Emanuel, 246-248 N. Clarion Street, Philadelphia 7, Pa.
Editor—Herbert M. Miller, 246-248 N. Clarion Street, Philadelphia 7, Pa.
Business Manager—Max Cades, 246-248 N. Clarion Street, Philadelphia 7, Pa.
Managing Editor—None.

2. That the owners are:

Jay Emanuel Publications, Inc.
Jay Emanuel, 246-248 N. Clarion Street, Philadelphia 7, Pa.
Paul J. Greenhalgh, 246-248 N. Clarion Street, Philadelphia 7, Pa.
Herbert M. Miller, 246-248 N. Clarion Street, Philadelphia 7, Pa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of the total amount of bonds, mortgages, or other securities are: none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in the capacity other than that of a bona fide owner; and this affiant has no reason to believe that any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is—9,275. (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

MAX CADES
Business Manager

Sworn to and subscribed before me this 29th day of September, 1953.

(Seal) ALBERTA A. NEIMAN

(My commission expires Jan. 6, 1957)

The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (OCTOBER 7, 1953)

Registering grosses in the highest brackets. Just fair, nothing out of the ordinary, average.
 Good, although not breaking down the walls. Disappointing, below what was expected.

The Week's Newcomers

A LION IS IN THE STREETS (88m.) (WB)		DEVIL'S CANYON (3-D) (91m.) (RKO)	
BLOWING WILD (89½m.) (WB)		FROM HERE TO ETERNITY (118m.) (Columbia)	
EAST OF SUMATRA (82m.) (U-I)		HALF A HERO (71m.) (MGM)	
GUN BELT (78m.) (UA)		HANNAH LEE (3-D) (79m.) (Broder)	
LITTLE BOY LOST (95m.) (Paramount)		I, THE JURY (87m.) (3-D) (UA)	
MARTIN LUTHER (106m.) (deRochemont)		ISLAND IN THE SKY (109m.) (WB)	
MOGAMBO (115m.) (MGM)		LATIN LOVERS (104m.) (MGM)	
99 RIVER STREET (82m.) (UA)		MISTER SCOUTMASTER (87m.) (20th-Fox)	
TAKE THE HIGH GROUND (101m.) (MGM)		PLUNDER OF THE SUN (81m.) (WB)	
THE ACTRESS (90m.) (MGM)		RETURN TO PARADISE (88m.) (UA)	
THE CRUEL SEA (120m.) (U-I)		ROMAN HOLIDAY (119m.) (Paramount)	
THE MOONLIGHTER (77m.) (WB) (3-D)		THE AFFAIRS OF DOBIE GILLIS (73m.) (MGM)	
THE ROBE (132½m.) (20th-Fox) (CinemaScope)		THE BAND WAGON (112m.) (MGM)	
THOSE REDHEADS FROM SEATTLE (90m.) (Paramount)		THE CADDY (95m.) (Paramount)	
WAR PAINT (89m.) (UA)		THE MAN FROM THE ALAMO (79m.) (U-I)	
Continuing		THE MOON IS BLUE (90m.) (UA)	
A BLUEPRINT FOR MURDER (76m.) (20th-Fox)		THE STAND AT APACHE RIVER (77m.) (U-I)	
ARROWHEAD (105m.) (Paramount)		THE SWORD AND THE ROSE (92m.) (RKO)	
BIG LEAGUER (70m.) (MGM)		THE WAR OF THE WORLDS (84m.) (Paramount)	
		WINGS OF THE HAWK (80m.) (3-D) (U-I)	

Konecoff

(Continued from page 10)

commercial connections and staff of salesmen and creative talent to sell member theatres to industrial organizations desiring to use show business and its outlets to tell its product and other stories to company salesmen, distributors, dealers, and even the public via live talent programs, business films, and closed circuit conventions and meetings. Thus, a nationwide convention can be held by a company in theatres during off hours without having the attendees gather in one city with attendant expenses.

For this, the exhibitor will be reimbursed to the tune of between \$500 to \$800 per two-hour session, with line charges being absorbed by the sponsor. This, too, would mean extra revenue. TTA also suggests a program of public service and semi-public service programs to enhance the theatre's position as a community center. Rosen reported that a number of theaters are already interested in the plan, with requests for detailed information coming in daily. The first fight will be seen toward the end of October.

SHOWMANSHIP NOTE: Recently, Gene Autry played host to 100 youngsters and their parents, winners of a four-week contest held jointly by Skouras Theatres, Madison Square Garden, and Columbia, at a luncheon at the Hotel Vanderbilt and a matinee performance of the rodeo in which Autry stars. The contest, suggested by Skouras' Sid Newman, was spaced over a four-week period and involved more than 50 theatres. It called for the entrants to answer certain questions about Autry's career and be a "lucky" number holder at the theatres which played Autry films. Autry-endorsed merchandise was also awarded, with local newspapers aiding in fine fashion.

Everybody concerned believed it paid off in more ways than one.

HAPPY BIRTHDAY, DEAR UPSTART. Cinerama, the entertainment innovation that rocked the industry on its heels and started thoughts going in the direction of wide-screens and the swing to Cinema-Scope, celebrated its first birthday on Broadway with a special party backstage at the Warner, where it is presently holding forth to healthy grosses. Guests of honor were a group of returned prisoners of war from Korea, who obviously hadn't seen the medium before, and who were quite intrigued with it.

Also on hand were a number of celebrities in the entertainment field, civic, and business personalities and a goodly representation from the press. All witnessed Fred Waller, Cinerama inventor; Lowell Thomas, co-producer and stockholder, and Si Fabian, head, Stanley Warner, the company that controls Cinerama, participate in the cake cutting and attendant ceremonies as flashbulbs and cameras recorded the event.

The show seemed to be pretty much the same that we saw a year ago with a few sequences changed. The three-part screen is still separated in most of the sequences by lines which tend to break up the color and which distort scenes slightly as they slide across the huge screen. We also noted that the center section of the



At a recent promotional meeting at the U-I studios, David A. Lipton, vice-president, showed the ad campaign approach on "The Glenn Miller Story" to the east and west coast promotional executives, and seen, left to right, are A. Mike Vogel, Charles Simonelli, Frank McFadden, Archie Herzof, Sam Israel, Jack Diamond (in rear), Jeff Livingston, J. Williams, M. Kallis, and C. Ramsay.

screen seemed darker than its two sides, and this, too, tended to detract in some instances.

However, let us not minimize this innovation, which is still a wonderful new phase in the overall entertainment scheme, and audiences will continue to appreciate it for some time to come. It is impressive and at times awe-inspiring and beautiful as it unveils scenes and settings never quite seen or visualized in this fashion before. We thought so a year ago, and we still do.

Thus, we wish this youngster well, for the future of entertainment seems to have plenty of room for the new, the unusual, and the entertaining.

THE METROPOLITAN SCENE: Director Jean Renoir sent over a set of colorful sketches made for his "The Golden Coach", Technicolor entry with Anna Maguani. He arrived for confabs and preplugging the film for IFE. . . . Milt Mohr was named publicity manager for RKO. A nice guy. We wish him well. . . . The Variety Club was the setting for a very successful tea for Sophie Tucker, with Mrs. A. W. Schwalberg as hostess with the mostess. It was the first gathering of the nucleus of what is to be the women's auxiliary. . . . 20th-Fox is sending over a sample of the posters that have gone out to 3,000 supermarkets in 37 states and the District of Columbia to salute "The Robe." The theme of the program is "Plan A Meal With Man Appeal," but nary a morsel of food was enclosed. . . . Ed Lachman, Chief Barker, Variety Club, New York, invited all barkers and visiting industryites to watch the World Series on the club's large screen. . . . Paramount is promoting new personality Pat Crowley via a series of picture postcards to theatre men, press people, etc. . . . Walt Disney's latest documentary release in feature form is called "The Living Desert." It's one of the best that he has ever made along those lines and is expected to come out as part of a package along with a two-reel high calibre cartoon, "Ben And Me," and a documentary, "Stormy."

Lou Shapiro Passes

HOLLYWOOD—Lou Shapiro, 54, RKO location manager for the past 15 years, died last week after an illness of three years. Shapiro joined RKO in 1930.

Tentative Program Set For VCI Meeting

DALLAS—John Rowley, general chairman, Variety Clubs International convention committee, announced last week a tentative program for the international convention at the Adolphus Hotel, March 22-25, 1954.

Registrations will be made March 21-22, with an "Early Arrival" party on March 21. The March 22 sessions will be held in the gymnasium of the Dallas Variety Clubs' Boys' Ranch, Bedford, Tex., the main charity of Tent 17. A barbeque luncheon will be served, followed by tours of the Boys' Ranch projects. Delegates will leave the hotel and return from the ranch by special transportation. The day will be topped by entertainment in the Adolphus. The March 23 business sessions will be highlighted by a luncheon. An old-fashioned "Texas Jamboree" will cap the evening. Heart Reports of the various tents will be presented on March 24 in the Baker Hotel, and a star will be the guest speaker at the luncheon. In the evening, there will be several entertainment and social functions. Elections will be on March 25. The convention climax, the Humanitarian Award banquet, will be held in the Automobile building on the Texas State Fair Grounds.

An unusual round of activities and events have been planned for the entertainment of the women.

Trips can be arranged for delegates who come to Texas ahead of the convention, as well as for those who elect to remain afterwards.

"Kate" Gets 3-D, Standard Tests

NEW YORK—MGM will test "Kiss Me, Kate", its first musical in 3-D and standard size film with stereophonic sound, in six situations starting on Oct. 15, it was announced last week. Five of the six towns are Loew situations. Three theatres, two of which are controlled by Loew's, will test the Technicolor musical with the 3-D process, and another three theatres in different towns, all Loew situations, will test the film with the standard process.

A Loew theatre in Columbus on Oct. 15 will open in 3-D with stereophonic sound, as well as the Victory, Evansville, Ind. In Dallas, Interstate's Majestic will open the picture with the same 3-D, stereophonic sound on Oct. 22 or 23. The standard version with stereophonic sound is scheduled for opening on Oct. 15 in Loew Theatres in Rochester, N. Y., and Houston, Tex., and on Oct. 17 in Dayton, O.

Howard Dietz, vice-president and director of publicity, advertising, and exploitation, will continue unusual campaigns in all situations in order to get the best possible reaction.

Fidelity Creditors File Petition

HOLLYWOOD—Creditors of Fidelity Pictures, Inc., last week filed an involuntary petition of bankruptcy against the producers in U. S. District Court. Loan and Finance Company, Inc., was the petitioner. Fidelity has produced "The Groom Wore Spurs", "Woman On The Run", "Rancho Notorious", and "House By The River."

Miscellaneous

In the Newsreels

IN ALL FIVE:

At Sea: Ile De France saves 24 off freighter sinking in Atlantic.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 80) Washington, D. C.: President Eisenhower urges employment of the handicapped. Morocco: Deposed sultan's harem flies to him. Germany: Discovery of dud blockbuster in Nuremberg. New York City: New hats for fall. Football: USC defeats Minnesota; Notre Dame trims Oklahoma.

NEWS OF THE DAY (Vol. XXV, No. 210) Indo-China: French airmen blast Reds. Morocco: Deposed sultan's harem flies to him. Las Vegas, Nev.: Haymes-Hayworth nuptials. New York City: Pooches on parade. Trenton, N. J.: "Dynamite Jake." Football: Penn victor over Vanderbilt; Notre Dame trims Oklahoma.

PARAMOUNT NEWS (No. 13) Washington, D. C.: President Eisenhower urges employment of the handicapped. Trenton, N. J.: "Dynamite Jake." England: Bob Hope invades Madame Tussaud's London wax museum. Silver Springs, Fla.: Picnic in Davy Jones' locker. Football: Notre Dame trims Oklahoma.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 504) Southern Bavaria: Religious teachings attached to 10,000 balloons pierce Iron Curtain. California: Ezekiel's wheel. Indo-China: French airmen blast Reds. Canada: Blind golfers' tourney. Atlantic City, N. J.: United Nations handicap. Football: Notre Dame trims Oklahoma; Georgia tops Tulane.

WARNER PATHE NEWS (Vol. 25, No. 15) Washington, D. C.: President Eisenhower urges employment of the handicapped. Morocco: Deposed sultan's harem flies to him. New York City: A-bomb drill. New York City: Marciano tells how he did it. Football: Cornell defeats Colgate; Wisconsin defeats Penn State.

TELENEWS DIGEST (Vol. 7, No. 40-A) Germany: World War II POW's released by Reds. Australia: Stock cars in test. France: New car shown. France: New collapsible steering wheel for safe driving. Libyan Desert: British try for supersonic speed records. Muroc Dry Lake, Cal.: Air force prepares to assault the sound barrier. Long Island: Latest aircraft shown to kids. Football: Notre Dame trims Oklahoma.

IN ALL FIVE:

San Francisco: General Dean home. Washington, D. C.: President Eisenhower starts Community Chest campaign.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 79) San Francisco: Last GI POW's home. South Korea: North Korean pilot flies MIG to UN lines. Greece: Royalty to visit United States. Germany: Police show. Sicily: "Miracle Of Tears." Washington, D. C.: Armed forces display jet developments.

EQUIPMENT FOR SALE

2 Peerless lamphouses, 2 Simplex rear shutter heads (almost new); 4 magazines, upper and lower; 2 Western Electric U-Bases with motors, Western Electric sound equipment; 2-36" Fresh-N-Aire fans.

MR. JOSEPH TEPERSON
120 W. 42nd Street, New York, N. Y.

Wisconsin Att.-General To Probe Violations

MILWAUKEE—State Attorney General Vernon Thomson announced last week that Milwaukee distributors would be examined at an "inquisitorial session" to determine whether there is any evidence indicating they have violated the state anti-trust law.

He said the operator of a theatre in northern Wisconsin had complained that film exchanges had refused to supply him with 3-D film, in alleged violation of the anti-monopoly law.

New York City: Madison Square Garden rodeo.

NEWS OF THE DAY (Vol. XXV, No. 209) San Francisco: Last GI POW's home. South Korea: North Korean pilot flies MIG to UN lines. Germany: Police show. Sicily: "Miracle Of Tears." Spain: Florence Chadwick swims Strait of Gibraltar. Spain: Bullfight amateur day.

PARAMOUNT NEWS (No. 12) New York City: Marciano still the champion. South Korea: North Korean pilot flies MIG to UN lines. Spain: Florence Chadwick swims Strait of Gibraltar. France: Jacqueline Auriol flies supersonic jet.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 503) Germany: Police show. France: New automobile. France: Jacqueline Auriol flies supersonic jet. Spain: Florence Chadwick swims Strait of Gibraltar. Spain: Bullfight amateur day. New York City: Madison Square Garden rodeo.

WARNER PATHE NEWS (Vol. 25, No. 14) South Korea: North Korean pilot flies MIG to UN lines. New Zealand: Everest conqueror weds. Germany: Police show. Washington, D. C.: Armed forces display jet developments. Silver Springs, Fla.: Fashions under water. Spain: Florence Chadwick swims Strait of Gibraltar. New York City: Madison Square Garden rodeo.

TELENEWS DIGEST (Vol. 7, No. 39-B) San Francisco: General Dean home. USSR: Melenkov addresses Supreme Soviet. Indonesia: Independence Day. New Zealand: Everest conqueror weds. Switzerland: Mystery surrounds Mrs. McClean's disappearance. France: Jacqueline Auriol flies supersonic jet. Spain: Bullfight amateur day.

NATIONAL BOARD OF REVIEW

Oct. 3, 1953

STARRED SELECTED FEATURE: "The Robe" (20th-Fox).

Flaherty Foundation Starts

NEW YORK—It was announced last week that the Robert Flaherty Foundation has been established, with headquarters at the Museum of Modern Art, to encourage production of films which "illuminate the ways of life and of peoples and cultures throughout the world." The organization will also assist in the distribution in all media of films produced by Flaherty to increase international understanding.

The foundation was organized by Mrs. Ellsworth Bunker, Richard Griffith, Charles Siepmann, Edward Sammis, Mrs. Robert Flaherty, David Flaherty, Arthur Knight, and Jean Benoit-Levy.

LETTERS

Dear Sir:

As a small city theatre exhibitor, I would like to file the strongest sort of protest against those eastern theatres who are buying exclusive television rights to major sporting events. It is my opinion that responsible exhibitors all over the country should sue these promoters for antagonizing millions of home viewers against our theatres at the very time we are trying to woo them back to the movies. It is also my opinion that we do not need or never will need exclusive television channels for theatre use. The thing we do need is the right to simultaneous reproduction of major events. I have talked time and again with our local television station owners. Neither I as an exhibitor nor they who own the station can see any reason why I shouldn't be permitted to reproduce their television programs on my theatre screen. After all, they are playing to an audience of 200,000 while I would only be selling to an audience of less than a thousand.

There is no doubt in my mind that out of 200,000 at least 1000 television viewers would be willing to pay to see a sporting event on the large screen, to say nothing of accommodating the hundreds of families who cannot afford home television. Even some nominal reimbursement scheme might be worked out with the local station.

Projecting this idea into the future when one of my theatres may be equipped with 20th-Fox's ediphor color television system, wouldn't it be a lot more sensible to tie in with the local television station in buying or renting the coaxial cable necessary for color television and sharing it on major events? Surely anyone can see that a good portion of the home viewers would rather pay to see a major football game on a 40-foot screen than to see it on a 21-inch screen at home. They not only could see the action better, but would also have the audience participation which makes the game so much more enjoyable.

Again I say that it is imperative that we stop exclusive theatre television broadcasts, and start thinking along the sensible line of cooperating with our television stations.

JOE TURNER
Lawton
Lawton, Okla.

The International Scene

(Continued from page 16)

Australia

RKO announced last week that Douglas G. Lotherington had been appointed acting managing director, RKO Radio Pictures Australasia, to succeed Ralph Doyle, former managing director. Lotherington has been general sales manager, Australasian sales office, since 1933.

Far East

Harro V. Zeppelin, formerly manager of Westrex Corporation's subsidiary companies in Japan, China, and Argentina, has been transferred to the Far East.

NEWS OF THE

Territory

BRANCHES

Atlanta

H. Russell Gaus and Judson Moses, MGM publicity, were back after a trip to the coast.

COLUMBIA — Back after a vacation were Pearl Moos, booking department, and Grace Wooley, secretary to district manager R. J. Ingram.

The Ruby Drive-In, Rockwood, Tenn., closed . . . P. L. Taylor, editor-publisher, The Columbus, Ga., World, and manager, Dixie, Columbus, celebrated the Dixie's 17th anniversary. The theatre is under the management of Bishop Theatres.

Construction is under way on Highway 341 east of Baxley, Ga., on a new drive-in for Martin Theatres. Opening date is set for late October.

Mrs. Lillian Anglin, Monogram Southern Exchanges, had her son, Sergeant James L. Anglin, in for a visit from Korea. . . . Forman Rogers, Rogers, Montgomery, Ala., was in.

The Fairview Drive-In, Montgomery, Ala., reopened with a capacity of 1110 cars. . . . For the first six months of the year, receipts in Alabama theatres reflected a 4.9 per cent drop in comparison with the same period of 1952. This came from the University of Alabama, based on sales tax collections. For June alone, receipts were down five to six per cent from May, but up one per cent over June, 1952.

Charlotte

A money bag containing \$60 was stolen from W. C. Moffitt, Sanford, N. C., drive-in operator. Moffitt placed the bag in the glove compartment of his truck, but had forgotten the lock and key for it, and walked back into the drive-in office. While he was inside, he heard an automobile drive off at a high rate of speed, and looked up to see four youths speeding away in the car, and when he returned to the truck the money bag was gone.

The new Con Drive-In, Conover, N. C., has been purchased by Colonial Theatre, Inc., Valdese N. C. The New-Con will be operated by Don L. Holler, manager, Conova, Conover, N. C.

In New York, Federal Judge Sylvester J. Ryan, U. S. District Court, granted a defense motion for transfer of the anti-trust suit filed here by Carver Theatres, Inc., Rock Hills, S. C., seeking \$2,225,000 in trebled damages against the major distributors and Monogram and Republic to the federal court at Charlotte. The judge pointed out that the New York calendar is crowded, and

that most likely a speedier hearing could be secured in Charlotte.

Jacksonville

Bill Beck, Kissimmee, Fla., theatre owner, was at the office of T. P. Tidwell, 20th-Fox branch manager. . . . Seen at the Florida-Georgia Tech football game in Gainesville, Fla., were O. O. Ray, Jr., United Artists branch manager, and Byron Adams and Bob Tarwater, both from Atlanta. . . . Bay Street film offices were heavy contributors to the Mrs. S. C. Lewis Polio Fund. . . . Fred Hull, Metro branch manager, and Tommy Harper, Metro exploiteer, were pleased over the number of out-of-town exhibitors who came to see "Mogambo" and "Take The High Ground."

FLORIDA STATE THEATRES: Howard Pettengill, company publicity chief, has been named publicity chairman, Motion Picture Exhibitors of Florida, slated to hold its annual three-day convention in November. . . . Robert Heekin, FST city manager, began an exploitation campaign on "The Robe," which will have its first Florida showing at the Florida, Fla. . . . Joe J. Deitch, booking department head, was in Miami, at the office of district manager George Hoover. . . . Ed J. Shell, formerly in the accounting department, is now attached to the office of Guy A. Kenimer, GST general manager. . . . Kenneth L. Barrett is now acting as personnel director. . . . Johnny Bell Cahoon resigned to enter a wholesale grocery firm. . . . June Stillwagon shifted to the confection sales department under Harry Botwick.

"Shane" was shown first-run on the Florida's new panoramic screen. . . . James Langston resigned as assistant manager, Arcade. . . . Bobby Preacher, assistant manager, Empress, left on a brief leave of absence. . . . Bob Anderson, manager, Main Street Drive-In, became the father of Lorraine, his first daughter. . . . The Lincoln Drive-In, exclusively for Negro patrons, opened in Tallahassee, Fla.

Memphis

Chief of Police Holland and Sheriff Goodwin warned professional gamblers that gambling would not be tolerated at the Sunset Drive-In, West Memphis, Ark., at the theatre exhibition of the Marciano-LaStarza fight. They had sufficient policemen and deputies to handle the crowd. Only about 900 showed up. About 5,000 were expected.

Ladies of the Variety Club originated, staged, and sponsored a style revue cabaret . . . Owens and Willians, owners, reopened the Joy, Osceola, Ark. . . . Alton Sims, Rowley United Theatres, advised the Sunset Drive-In, Magnolia, Ark., closed. . . . Exhibitor's Service announced the closing of the Lyon County Drive-In, Kuttawa Springs, Ky.

3-D has become a problem for the Censor Board as it is having trouble previewing. There are only three downtown theatres where they can be seen, and Loyd T. Binford suggests that mo-

Joy Seeks \$385,000 in "Robe" Dispute

NEW ORLEANS — Suit was brought in federal court by Joy Theatres, Inc., against Paramount-Gulf Theatres, Inc., and 20th-Fox seeking damages of \$385,000 in connection with the scheduled showing of "The Robe."

In its petition, Joy Theatres, Inc., owner-operator, Panorama, claim the film was awarded to the Saenger, owned and operated by Paramount-Gulf Theatres, Inc., despite a higher bid submitted by the plaintiff for showing in the Panorama.

Joy Theatres, Inc., charged that an agreement between 20th-Fox and Paramount-Gulf Theatres, Inc., gave to Paramount-Gulf's Saenger preference in pictures, contending such an agreement is a conspiracy in violation of the Sherman anti-trust act.

Joy Theatres, Inc., asked that the leasing of the picture to Paramount-Gulf be declared a violation of the Sherman anti-trust act and that a temporary injunction be granted enjoining 20th-Fox from licensing pictures upon private bid pending final court judgement for a permanent injunction. It asked further that the court set a reasonable time for 20th-Fox to license second-run pictures plaintiff.

Joy Theatres, Inc., demand further asked for an order restraining Saenger from exhibiting "The Robe" until new bids have been made by both exhibitors involved, and that bids be required to be opened publicly before officials of both Joy Theatres, Inc., and Paramount-Gulf Theatres, Inc., and that "The Robe" be awarded to the highest bidder.

Joy alleged a loss of \$100,000 in actual profits in being unable to show the film first-run and \$25,000 as the alleged loss of publicity it would have given the Panorama with the total damages tripled as provided by law, plus added "reasonable attorney's fees," making the \$385,000.

tion picture people build a special screening room for them. He states that when distributors advise the board they are screening a 3-D picture it is sometimes inconvenient for the board to see it. Binford also says the public is coming to some screenings, and the law requires that the censor board see the picture before the public sees it and that it is a very strict law. Binford further states there has been a misunderstanding, that the board is not trying to prevent employes of the industry from seeing pictures at previews before they are censored, but not the general public. He has been assured the industry will cooperate. . . . Visitors were: W. E. Ringer, Gem, Lake City, Ark.; J. R. Martin, Cameo, Collinwood, Tenn.; Mr. and Mrs. J. T. Hitt, Plaza-Cozy, Bentonville, Ark.; John Hood, Inverness, Miss.; Paul Harrington, Calvert City, Ky.; Jack Watson, Palace, Tunica, Miss.; Mrs. Glen Moser, Gay, Olive Branch, Miss.; Pinky Tipton, New, Manila, Ark., and W. I. Landers, Landers, Batesville, Ark.

New Orleans

Felix C. Lueg, former theatre owner in McComb, Miss., died at the home of his daughter.

The Elizabeth, Elizabeth, La., will be closed from four to six weeks for remodeling, owner T. J. Miller revealed. . . . Milton White, Exhibitor Poster Exchange; Milton Dureau, president, Masterpiece; Walter Desfourge, 20th-Fox shipper, and Waddy Jones, Booking Service Company, were among fishermen reeling in approximately 200 trout at Venice, La.

Arthur Lehman, Jackson, Miss., called on his buying and booking representative, Theatres Service Company. . . . Frank Olah, S. E. Mortimer, and Lyle Shiell made the rounds in the interest of their Skyvue Drive-In. . . . Maurice Kleinman, president, Open Air Theatres, Inc., operator, New Moon Drive-In, Lake Charles, La., visited buyer-booker Sammy Wright. . . . Salesmen checking in were Alton Dureau, Masterpiece, and Nat Dreyfus, Columbia. . . . Mr. and Mrs. E. R. Dorhauer are back after a vacation. Dorhauer is with William Castay's Arrow. . . . Nick Lamantia was seen buying and booking for his Abalon, Algiers, La.

G. Y. Harrell, Jr., Manley, Inc. manager, was out in the territory. . . . Seen about were Larry Woolner, Woolner Theatres; Mathews Guidry, Pat, Lafayette, La., and John Elzey, King's New Roads, La. . . . Mayor Lew Langlois, Alamo, New Roads, La., and Albert Tate, Ville Platte, La., visited buyer-booker J. G. Broggi.

UA's screenings were "The Steel Lady" and "Sabre Jet" . . . Attending Allied-Gulf's September board meeting were President Abe Berenson; F. G. Prat Jr., Vacherie, La.; T. G. "Teddy" Solomon, McComb, Miss.; Claude Darce, Morgan City, La.; E. R. Sellers, Opelousas, La.; Paul Brunet, Dixie; William Sendy, Patio; B. V. Sheffield, Sheff, Poplarville Miss.; Locke Bolen, Jackson, Ala.; Frank DeGrauw, F and R Enterprises, Abbeville, La.; J. A. Parker, Gordon, Westwego, La.; Milton Guidry, Nona, Lafayette, La.; L. C. Montgomery, Delta Theatres, Inc., and C. J. Tringas, Pensacola, Fla.

Milton Dureau, Masterpiece, flew to New York for a special screening of "Lady Godiva Rides Again," and took in the Marciano-LaStarza bout at the Polo Grounds.

Sidney M. Otis, who recently severed his connections with the industry, returned for a visit. . . . Exhibitors buying, booking, and visiting were: E. Jenner, Laurel, Miss.; Locke Bolen, Jackson, Ala.; Mr. and Mrs. Gilbert Romero, Lafayette, La.; Stanley Taylor, Crosby, Mis.; Ed Delaney, Pike, Magnolia Miss.; Clint Vucovich, Skychief, Pensacola, Fla., and Claude Darce, Opera House, Morgan City, La. . . . R. L. Johnson, Johnson Theatre Service, was a Lafayette, La., caller in the interests of business.

The Harold Shambachs' new permanent guest is Irma Maude Theresa, who will answer to Terry. Date of arrival was Sept. 18. . . . Manager Karl Williams, Tiger, and the missus visited. . . . Lonnie Davis, booker, and his boss, T. G. "Teddy" Solomon, N. Solomon Theatres, McComb, Miss., were in as was Dick Guidry, Star, Galliano, La.

Irving Zeller, Gonzales Drive-In, was going over playdates with representative Russell Callen. . . . Don Wilmont checked in after an extended road trip. . . . Mamie Van Dorn, U-I, was in to boost "The All-American."

New Orleans viewed theatre television when more than 3000 crowded the Saenger for the telecast of the Marciano-La Starza world heavyweight fight. Installation of the equipment was under the supervision of H. G. Plitt, Paramount-Gulf vice-president in charge of theatre operations, and working on the job were electronic and sound engineers headed by A. J. Reilly, Radio Corporation of America. . . . Hurricane "Florence" delayed the arrival of the print of the Marciano-LaStarza championship heavyweight fight for a showing at the Panorama. The fight fans weren't disappointed as manager Ward remained close at hand dishing out rain checks to those who purchased tickets to view "Champ For A Day."

For four long weeks, adults crowded the Joy to see "The Moon Is Blue." Manager Ernest MacKenna in a special trailer and daily newspaper ads prior to the opening advised that no tickets would be sold to children and teen-agers.

Warner manager Luke Conners was back from a road trip boosting "The Luke Conners Drive."

Gloria Marchand, former Kay office manager, is back temporarily breaking in new girls at Dixie. . . . Mrs. Harold Wyckoff is on the road to recovery after surgery in Baptist Hospital. Wyckoff is a salesman for Paramount. . . . S. E. Mortimore and Lyle Shiell, Skyvue Drive-In, and William Shiell and E. Jenner, Marrero Drive-In, were in. . . . W. G. Pullon, Gay, Ferriday, La., was looking over equipment at National Theatre Supply.

Jack Dicharry purchased Peerless Magnarc lamps and continuous duty rectifiers from Tom Neely, National Theatre Supply, for his Lincoln. . . . Mr. and Mrs. Ernest Davis, Rio Drive-In, Vidalia, La., visited with George Johnson, Johnson Theatre Service, and Sammy Wright, buyer-booker.

Managers of exchanges met in Paramount to make plans for the United Fund Drive. The industry's big rally was at the Orpheum. Last year the industry surpassed the quota.

William Prewitt, Jr., executive vice-president and general sales manager, and Paul Shallcross, division manager, American Desk Manufacturing Company, Temple, Tex., were in. . . . Mr. and Mrs. William Richardson, Atlanta, who operate Astor, were guests of Mr.

and Mrs. Gaston Dureau, Jr., and Mr. and Mrs. F. F. Goodrow at the former's home. Before returning to Atlanta, Richardson visited Film Row.

George Pabst, UA district manager, is back in the swing again. . . . William Sendy, Patio; E. W. Ansardi, Buras, La.; and S. J. Gulino gathered at "Movietime In Dixie" quarters. . . . John Kenlo was in for "Street Corner" at William Castay's Arrow.

All junior and senior high school children in New Orleans and 25 other southern cities are participating in an essay contest tied in with RKO-Pathe's "Louisiana Territory," which has its world premiere at Loew's State, on Oct. 15.

Gordon Bradley, Paramount new division manager, and E. C. DeBerry, Buffalo branch manager, were here for a pep talk with manager William Holiday and personnel in the interests of the "Adolph Zukor Jubilee Drive." . . . UA manager Alex Maillho was in Alexandria, La.

C. E. Galle advised that due to a breakdown at the Illings, Ocean Springs, Miss., operations will be suspended. . . . William Holliday, Paramount manager, sales staff, and three bookers, second place winners in the company's 1952 drive, entertained at an all-day outing at Bayou Gardens, LaComb, La. . . . The Joy, Kinder, La., closed for remodeling.

The New Orleans Item and TV station WDSU joined with RKO in a search to find the most beautiful girl in the south, as part of the promotion for "Louisiana Territory." "Louisiana Territory," in color, will have its world premiere at Loew's State on Oct. 15.

Florida Miami

Bill Dock has been appointed director of publicity and advertising for all Florida State Theatres from Palm Beach, Fla., south. . . . Al Weiss, FST district manager, was in New York. . . . Back from the hospital was Joe Beeman, Claughton Circuit bookkeeper. . . . The Variety, which has been renovated and provided with a new-wide screen, will reopen on Oct. 28. . . . Wide-screen, combined with stereophonic sound, is nearing completion at the Palace, Tampa, Fla. . . . Dorothea Cowles is a new secretary in the purchasing department, Wometco Circuit. . . . Kertes Fox, Wometco stock clerk, was vacationing.

Louisiana Shreveport

Although the Don was filled with patrons for "The Moon Is Blue," fire in the janitor's room of the playhouse caused no excitement, and the show went on as usual. When the fire was discovered and some smoke escaped into the auditorium, Ken Prickett, manager, announced that there was no cause for alarm, and patrons remained in their seats. Firemen soon extinguished the blaze.

NEWS OF THE

Territory

Chicago

The second in Republic's current series of sales meetings called by C. Bruce Newbery, director of sales, was held at the Blackstone Hotel. Company president Herbert J. Yates addressed men from the midwestern division headed by sales manager Paul Webster and the southern division under sales manager Walter L. Titus, Jr. New product and policies were discussed.

Spyros Skouras, 20th-Fox president, who came for "The Robe" premiere, conferred with Charles Percy, Bell and Howell president, whose firm developed a 16mm. version for CinemaScope and a correspondingly smaller screen for smaller houses.

The Skyhi Drive-In opened a \$40,000, 100-foot long refreshment counter and two large patios. . . . The Lakeland, North Webster, Ind., was opened by Max Patterson. . . . F. Dudley Gazzalo, Imperial, filed a \$300,000 anti-trust suit against several majors. He also seeks the right to bid for first-runs.

George Valos opened the Hinsdale, suburban Hinsdale, Ill. . . . James Gregory, Alliance Theatres vice-president, returned from his annual trip to Greece.

Collectively, 11,000 attended the Marciano-La Starza bout on closed TV at four theatres, and paid from \$3.60 to \$4.80 for a total boxoffice of about \$38,000. The Marbro drew a sellout gathering of 4,200; the Tivoli was only 500 under its 2,000 capacity; the Uptown attracted 4,200, and the Crown, which charged \$4.80, had 1,100. The bout broke theatre television records everywhere.

Mr. and Mrs. Paul W. Love, Cozy, Dugger, Ind., bought the State, Worthington, Ind., from Mr. and Mrs. C. W. Massey. . . . Abby Greshler came to cast a paternal eye on his new "Hundred Hour Hunt" at the Carnegie. . . . Ralph Thomas Kettering, publicist, is writing a series of memoirs for The Chicago American.

B and K declared a \$1 stock dividend on the common. . . . Harold Minsky, Rialto, bought another theatre in the east and moved there with his bride, Dardy Orlando.

Personnel of 18 Alliance drive-ins, closing on Oct. 15, will be placed in indoor houses. . . . Jerry Shinbach moved his offices back here from Cincinnati. . . . John Balaban and his wife, touring Europe, sent greetings from Naples. . . . A parking lot is replacing the Fashion.

Mrs. Grayce Hays, who, with her husband, Everett, operated the Grand, Sullivan, Ill., for 18 years, passed on. . . . Georgia Klein, Columbia vacationed in Hollywood.

Dallas

MGM wound up its five Texas-city premieres of "Take the High Ground" with the fifth opening of the Dore Schary production at the Worth, Fort Worth, Tex. Dore Schary, MGM production and studio head; Richard Widmark, Elaine Stewart, and Russ Tamblyn, who appear in the film, and George Murphy, emcee at the various events, came on from Hollywood with Schary especially to attend each of the openings. Also from Hollywood were Howard Strickling and Les Peterson, studio publicity staff, from New York, and Dan Terrell, publicity manager.

The "Three Girls From Rome," Italian models currently touring with couturiere Fontana in conjunction with the opening of the new American-language film, "Three Girls From Rome," were in as guests of the famous Neiman-Marcus store. They made a personal appearance on the stage of the Capitan.

Three teen-age boys were arrested in Corpus Christi, Tex., charged with stealing a speaker from Dowdy's Drive-In. . . . The Boulevard, Houston, Tex., was robbed of \$100. Manager L. R. Bulpitt said that the robber claimed he was armed.

Interstate Circuit found interest in MGM's short series, "Prophecies Of Nostradamus" by patrons keen enough to warrant making up a one-sheet for lobby display.

Lloyd Lind, vice-president, Interstate Television Corporation, announced the opening of southern division offices at 304 South Harwood Street. The office will be headed by Thomas L. Milana, southern sales representative. This step marks the beginning of an extensive expansion sales plan currently providing division sales offices in New York, Hollywood, Dallas, and Chicago. Under these division offices are regional sales offices in Washington, D. C., Oklahoma City, and Cincinnati.

Dore Schary, vice-president and production chief, MGM, at a party given by Texas COMPO in conjunction with the International Drive-In Theatre Owners Association, was the recipient of two special awards, one presented by R. J. O'Donnell, executive chairman, on behalf of Texas COMPO, and the other given by Claude C. Ezell, presidential director, International Drive-In Theatre Owners Association. The party was in the Adolphus Hotel to honor Schary, George Murphy, Richard Widmark, Elaine Stewart, and Russell Tamblyn for their work in "Take The High Ground." The plaques were later presented to Schary from the stage of the Majestic by O'Donnell.

Hal Reid, a frequent Dallas visitor, stopped in enroute to New York. . . . Variety Club, Tent 17, members took up a collection, and sent Johnny Gibson to New York for the World Series. A rabid baseball fan, he has been a club waiter for many years. . . . Alfred N. Sack's Coronet broke all Texas records for long-time film runs with "The Seven Deadly Sins."

Thanks go to John Rosenfield, amusement editor, The Dallas Morning News, for the motion picture directory, which has appeared daily for the past several months. The directory is divided into two sections, feature films alphabetized and theatres alphabetized for the convenience of theatregoers.

Rowley United's Texas was remodeled to accommodate 1,700 patrons. During a realistic showing of "Frankenstein," with houselights off to increase suspense, youngsters threw stones and pebbles at the new screen, damaging it. . . . Uncle Sam received 66 cents of each ticket sold by the Tower for ringside seats for the Marciano-La Starza heavyweight championship boxing match. Interstate's Tower was the only Texas theatre carrying the closed-circuit telecast.

Kyle Rorex, executive director, Texas COMPO, returned from vacationing with Mrs. Rorex in Carlsbad, N. M. . . . Harry Kalmine, vice-president and general manager, Stanley Warner, visited with two technicians to survey the possibilities of Cinerama here. . . . S. L. Oakley, Jefferson Amusement Company, Beaumont, Tex., seriously ill the past several months, is well enough to return to his office for a few hours each day.

PETTICOAT PRATTLE — Katherine Sammons returned to National Screen Service in the booking department. . . . Associated Popcorn's Grace Brewer is using the hunt-and-peck system since closing the car door on her right hand. . . . Doris Witherspoon, formerly of Falls Theatre Service, helped Joyce Smith, Southwestern Theatre Equipment, on a temporary basis. . . . Mrs. Tom Weatherford is recuperating at home from serious chest surgery and doing so well her doctor has advised she may return to work on Oct. 15. Mr. and Mrs. Weatherford both are appreciative of kindnesses shown during her illness. . . . Carolyn Rains, Altec, was honored by a group of Film Row friends on her birthday. . . . NSS's Hazel Panciera was resting in Houston, Tex., after an illness. . . . Stormy Meadows was in Denton, Tex., to help her mother celebrate a birthday. . . . The thumbnail sketch of Joyce Smith, Southwestern Theatre Equipment, used in PETTICOAT PRATTLE, was mailed to her sister, Mrs. Carl Hilton in Itasca, Tex. The Itasca Item, the local paper, printed the sketch in its entirety. . . . Fairfax Nisbet introduced Harry McCormick, guest speaker at the Women Of The Motion Picture Industry's monthly luncheon, as "a man of crime." McCormick, also of The Dallas Morning News staff, is a crime reporter and well-known nationally for his work. Hostesses for the meeting were Ruth Woodard, Metro, chairman; Margarette Rowland, Superior Booking; Polly Thomas, Leon Theatres, and Laura Jane Webb, Ezell's. Marilyn Bragg, chairman, program committee, is preparing a list of all previous meetings and guest speakers for future reference. By-laws were adopted by the board. New officers include Rosemary White, Metro, corresponding secretary, and Maxine Adams, Theatre Enterprises, chairman, bulletin committee. She replaces Susie Coleman, Interstate, resigned.

New officers of the Colosseum include Vernon Christian, RKO, president; Ben Graham, Allied Artists, vice-president; Mon Whicher, Columbia, treasurer, and Dick Bond, Paramount, secretary. They were also unanimously voted delegates to the convention in New Orleans on Oct. 10.

Denver

Ralph J. Batschelet, manager, Tabor, Fox Inter-Mountain, resigned and has been elected vice-president, Television Theatres, Inc. He will act as general manager for the concern, which will operate the Webber, just taken over from Fox Inter-Mountain, and the new 1,280-car twin drive-in now being built at Centennial race track, Littleton, Colo., just south of Denver. Batschelet has been in the business in Denver for 21 years. Other officers include Tom Bailey, Lippert franchise owner, president; Gerald Schlessman, chairman of the board; Dr. Glen Cody, treasurer, and Gertrude Bailey, secretary.

Fay Boyd resigned as manager, Unique, Gunnison, Colo. . . . John Denman, city manager, Fox Inter-Mountain Theatres, Great Falls, Mont., has been promoted to the managership of the company's flagship theatre, the Denver, here, where he succeeds Bernie Hyns, who left for Hollywood.

"The Robe" was booked into the Denver and Esquire for Oct. 16. . . . John H. Roberts, Fort Morgan, Colo., theatre owner, entered a hospital because of a heart attack. . . . George Allan is operating the State, North Platte, Neb., while his father is taking a vacation.

Theatre folks seen included: Jack Peacock, Longmont, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Irving Gilman, Salt Lake City; Robt. Smith, Steamboat Springs, Colo.; Mr. and Mrs. Hi Bischoff, Lovell, Wyo.; Neil Beezley, Burlington, Colo.; George Tucker, Saratoga, Wyo.; Mr. and Mrs. Adrian, Fairplay, Colo.; Tom Poulos, Paonia, Colo.; Mr. and Mrs. Tom Knight, Riverton, Wyo.; Mr. and Mrs. Fred Hall, Akron, Colo., and Fay Gardner, Curtis, Neb.

Des Moines

A total of 1,350 boxing fans paid \$3 each to see the Marciano-LaStarza TV fight at the Paramount. As an added attraction, manager Bill Haver put on four amateur boxing matches after the championship bout. . . . Central States Theatre Corporation appointed Clinton Smestad, manager, Rialto, Boone, Ia., as manager of both the World and Kearney Drive-In, Kearney, Neb.

Kansas City

Hikes in admissions in many of its Missouri and Kansas situations were announced by the Dickinson Theatre Operating Company. The increases have taken place in spots where the competition isn't using lower admissions. . . . UA salesman H. L. Frost became a grandfather when a boy was born to his daughter. . . . Joe Lenski closed the Cozy, Pittsburgh, Kans. . . .

Bob Ringler, RKO salesman, has had an ailing knee.

Area meetings were held by George Shelton, Commonwealth general manager, as well as R. V. Marchbanks and M. B. Smith. . . . 20th-Fox sales manager Vern Sokey is moving in his family from Minneapolis. . . . The telecast of the Marciano-La Starza fight at the Ashland was a sellout.

The golf tourney of the Motion Picture Association of Greater Kansas City was won by Ken Clark, NSS shipper, who got the gold trophy with a 69. This was a repeat for him since he won it two years ago. Attendance at the fourth annual stag party was well over last year, with 116 in attendance.

Bandits took \$130 from the cash register of the new Highway 50 Drive-In and escaped in an automobile. Early receipts had been removed.

20th-Fox's "The Robe" was ushered in at the Orpheum before a blue ribbon invited audience hosted by Elmer C. Roden, president, Fox Midwest Theatres. Theatre-front and lobby activities preceding the unreeling of the multi-million-dollar spectacle were broadcast by KCMO.

Los Angeles

James Banducchi and Mrs. came in from Oildale, Cal., to do some booking and buying. . . . Dan Tavich, booker, Lippert Circuit, was around. . . . Tom Muchmore, Canoga, Canoga, Cal., is back from a New York vacation. . . . Maurice Rosen, manager, Terrace, East Los Angeles, was in the hospital for surgery. . . . Roy and Richard Lamuchi were in from Bakersfield, Cal. . . . R. J. "Cad" Cadman is now representative for Pat Patterson's Real Pictures. . . . Roy Reed has an office on Cordova Street with Road Show Attractions. He was formerly with Real Pix. . . . John Arnold has taken over the Arroyo from Harry Henderson. . . . Henderson may take over the long closed Marcal. . . . Erwin Sklar, Crest, Oceanside, Cal., was on the Row. . . . Andy De Vine is now manager, Alex Schrieber's Paradise. . . . Ed Grouch is the manager, Sands Drive-In, Needles, Cal., a Western Amusement operation.

November has been designated "Herb MacIntyre Month" by RKO's four branch offices on the west coast, headed by Harry Cohen, Los Angeles, who will be drive leader; Joe Emerson, San Francisco; Dick Lange, Portland, and E. Lamb, Seattle.

The \$1,896,000 anti-trust suit by the former owners of the Ebell, Long Beach, Cal., against Cabart Theatres Corporation, part of the Milton and Harry Arthur Circuit, began with a ruling by District Court Judge Harry C. Westover against the defendants who stated that the plaintiffs could not maintain the action. The case will go before a jury. The litigation was originally filed in 1947 against all the majors and Cabart by Dave Rector and other members of

his family, former Ebell owners, but was settled with the distributors in 1950. The charge was that Cabart was influential in maintaining a system of runs and clearances that discriminated against the Ebell in favor of Cabart and Fox West Coast. Under competitive bidding, the Ebell outgrossed many of the houses which had played ahead of it for many years. The Cabart interests took over the Ebell in 1952. It is expected that the case will go to trial in early 1954.

Milwaukee

William J. Schmitt, Park, is temporarily out of the business. He claimed it was not due to recent picketing by Local 164, but rather because he could not meet the \$200 rental due on the building which the owners put up for rent. Schmitt was acting as his own projectionist. He says he probably will reopen at another theatre, "again operating his own projector." If he does, Oscar E. Olson, local business manager, said "the pickets will go back on the job."

The promotion of M. P. "Pat" Halloran, Minneapolis sales manager for U-I, to the post of Milwaukee branch manager to replace David J. Goldman, resigning to enter exhibition, was announced. . . . Halloran joined U-I in October, 1932, as a salesman in the Minneapolis branch. He served with the armed forces from 1944 to 1946, and in November, 1951, he was named sales manager in the Minneapolis exchange.

Harold Shapiro and wife, he's the mayor of Miami Beach, Fla., were visiting in Milwaukee. He was formerly an attorney and at one time was secretary, Independent Theatres Owners of Wisconsin, and a member of the city's motion picture commission.

Joe Wolf, former representative of IFE, resigned to move to San Antonio, Tex., to look after his drive-in interests in Texas.

The Marciano-La Starza fight drew sellout crowds in the Riverside and the Warner. . . . The Hiway 13, Wisconsin Rapids, Wis., closed, as did the Grafton Outdoor.

Peter Schust, formerly of Wisconsin Film Service, and Miss Nora Horn, Unity Theatres, were married. . . . Bill Griffiths, salesman, Warners, resigned.

Jerry Luedtke, former manager, Milwaukee, and recently general manager, Adler Theatres, Marshfield, Wis., resigned to return as manager, Egyptian. . . . Dick Sager, formerly with the Eskin Theatres, resigned to accept a position of salesman for Warners covering the northern territory.

Wayne Krofta, formerly booker for Columbia and now employed with the International Harvester Company, was married to Miss Marlene Mildred Blue, employed at Republic. He is the son of Eddie Krofta, a pioneer salesman, now with Allied Artists.

Minneapolis

Pfeifer Realty Company, St. Paul, Minn., will reopen the Strand and Tower on the St. Paul loop. Jim Eshelman, Minneapolis Gopher, will manager the two houses, and Tom Burke, Theatre Associates, will do the buying and booking. The Strand will operate on a first-run, "A" picture policy with top admissions, while the Tower will double feature first-run "B" pictures. The Strand and Tower occupy adjoining lots on Wabasha Street. They were operated under lease by Minnesota Amusement Company, and then subleased to Twin City Theatre Corporation, which shuttered them about 18 months ago.

Sheldon Grengs sold his 500-car Stardust Drive-In, Superior, Wis., to Ben Berger for a reported \$40,000. . . . Recent exhibitors in were: Clint Norene, Frederick, Wis.; Bruce Waters, Turtle Lake, Wis.; W. E. Danelz, Elmore, Minn.; Sid Heath, Wells, Minn.; Louis Perreault, Rush City, Minn.; Mike de Fea, Milbank, S. D.; A. P. Nelson, Waseca Minn., and George Gould, Glencoe Minn.

Herb Greenblatt, RKO district manager, was in. . . . U-I employes had a farewell party for Pat Halloran, sales manager, before he left to become U-I branch manager, Milwaukee. They presented him a watch and a portfolio. . . . Harry Weiss, RKO Theatres district manager, visited situations. . . . Marcella Jungler, inspectress, Columbia, retired.

Bob Kaye is the new assistant, promotion department, Minnesota Amusement, replacing Gil Braaten, who resigned to become an NSS salesman in northern Minnesota and North Dakota. . . . Eugene Sauer is the new Allied Artists bookkeeper. . . . The Hollywood, Sioux Falls, S. D., operated by the Welworth Circuit, is installing a wide-screen and stereophonic sound. . . . The LeRoy, LeRoy, Minn., operated by Lauren Garnant, is installing a wide-screen.

The Star, Hopkins, Minn., operated by Louis Engler, closed. Engler also operates the Hopkins, Hopkins. . . . The Lyceum, semi-legit house, will run films on Friday—Sunday when it has no live shows booked. . . . Lippert will screen "'Sins of Jezebel," actually shot for a wide-screen, according to Don Swartz, franchise holder.

The branch managers' drive of Allied Artists will begin on Nov. 1 and continue through Jan. 31, according to Irving Marks, branch manager. . . . A sell-out crowd at the 4,030-seat Radio City watched the Marciano-LaStarza fight. Admission of \$2.50, including tax, was charged.

Norman Wrobel, RKO Orpheum manager for the past eight years, resigned to assist his ailing father-in-law in the operation of a cattle ranch at Hamilton, Mont. . . . Harry French, president, Minnesota Amusement Company, reports that his recent New York trip was unsuccessful insofar as getting a stage show set for Radio City.

Some 400 Protestant ministers were invited to attend a preview showing of "Keepers of the Night" at the Campus.

Oklahoma City

The Theatre Owners of Oklahoma, Inc., announced that the date for the annual convention has been set for Dec. 7-8 at the Biltmore Hotel. A trade show and panel type discussion meeting is being planned, along with a style show for the ladies, the annual banquet, and one luncheon devoted to Oklahoma Congressmen.

Omaha

Mary Hanson, daughter of Oscar Hanson, former owner, Theatre Booking Service, is touring Scotland. . . . Barbara Dearden, formerly with MGM, joined the Co-Op Theatre Service now owned by Bill Barker. . . . Lois Greenberg, Allied Artists staff, was on vacation, and Max McCoy, 20th-Fox salesman, returned.

Jesse Blacksmith has been appointed booker's stenographer at Metro to replace Eva Schwartz, who moved to Phoenix, Ariz. Jean Dolphin is back temporarily to help break in a new biller, Marilyn Strosnider. . . . Harry Lefholtz, Republic exchange chief, was stepping some fast rounds handling the Marciano-LaStarza fight pictures.

Branch manager Joe Jacobs said "From Here to Eternity" will open on Oct. 14 here and in other cities. He made a swing through the western territory lining up more bookings. . . . Jack Jorgens, Metro salesman, has been recuperating slowly from an ear infection. . . . Irma DeLand, Theatre Booking Service, was one of the hardest hit by the cold bug that struck town.

Exhibitors from parts of the state already badly dried up by the summer of little rain were shaking their heads while visiting exchanges. The mercury shot up to 98. . . . Tri-states district manager William Miskell, his wife, and children were on an auto trip.

Jimmy Pickett has been replaced as manager, Tri-state's Rivoli, Hastings, Neb., by Pat Silverio, former manager, Waterloo, Ia. Pickett has taken a position as general manager, Hastings radio station. . . . Mrs. Larry Caplane, wife of the Brandeis manager, got a good report after a checkup at Rochester, Minn. . . . Bob Bertrand, former RKO booker and now proprietor of a swank motel at Lincoln, Neb., visited.

Portland

The Jesse Jones Family Drive-In bowed with a good number of Film Rowites in attendance. A merchandise prize tieup with the Fred Myers Stores has been arranged as a promotion.

St. Louis

The Lyric, Anderson, Mo., celebrated its 11th anniversary with a contest to select the cutest little girl in town. Mrs. E. E. Williams is manager.

The TV version of the Rocky Marciano-Roland LaStarza fight played to a capacity-plus audience of some 3500 at Loew's State, the total gross being \$9498. There was a last-minute demand of City License Collector Joseph T. Hayden for five per cent of the gross on the grounds that the show was "a boxing exhibition." He had the wording of the city ordinances to back his demands prior to the show. So the management paid that five per cent of the \$9498 to the city, another 20 per cent to the federal government, and the usual two per cent of gross to the State of Missouri.

In Mount Olive, Ill., Louis Oderizzi, owner, Sunset Drive-In, leased the New Grand from Mrs. Josie Lawson and plans to open that 536-seat theatre about when the Sunset Drive-In closes. The New Grand has been dark.

Work started at the northeast corner of Lemay Ferry Road and Buckley Road in the Lemay district of St. Louis County on the 1000-car twin-screen South Drive-In of the Fred Wehrenberg Theatre Circuit, Paul L. Krueger, general manager. The project will include a 700-seat auditorium that will permit year-round operation. The theatre and its air-conditioned "indoor-outdoor" auxiliary has been designed by architect Edward F. Gordon, and the general contract has been awarded to Steve M. Kovac.

The Better Films Council announced the opening date for the Youth Cinema Clubs. The following theatres are to conduct such clubs during the 1953-54 season: Shady Oak, Clayton, Mo.; Osage, Kirkwood, Mo.; Manchester, Maplewood Mo.; Wellston, Wellston, Mo., and the Tower, Rio, Shaw and Lafayette, all in St. Louis.

National Theatre Supply is installing complete CinemaScope equipment in the St. Louis. National also is installing CinemaScope stereophonic sound system in the Missouri, Columbia, Mo., taken over by the Commonwealth Amusement Company, Kansas City. NTS also furnished 858 chairs for the American.

In Warrenton, Mo., a 32-foot wide wall-to-wall Astrolite screen manufactured by the Radiant Manufacturing Company and sold and installed by the McCarty Theatre Supply Company, has been purchased by the Vita, owned by William Zimmerman.

The suit of Hugh Graham, LaCosa, St. Ann's, St. Louis County, against various officers and members of Local 143 to restrain them from picketing the house to enforce their demands for the employment of two union projectionists, scheduled to go to trial before Circuit Judge Amandus Brackman, Clayton, Mo., was continued until Nov. 10.

Herman Gorelick, Realart, hit a lot of spots in Illinois on his swing into the territory. . . . Out-of-town exhibitors seen included: Loren Cluster, Salem, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Herman Tanner, Vandalia, Ill.; Charley Beninati, Carlyle, Ill.; Eddie

Clark, Metropolis, Ill.; Forrest Pirtle Jerseyville, Ill.; Mrs. Regina Steinberg, Madison, Ill.; A. B. Magarian, East St. Louis, Ill., and B. Temborius, Breese, Ill.

Salt Lake City

The practicability of CinemaScope for the nation's smaller theatres was publicly demonstrated when 20th-Fox's "The Robe" opened at the Lyric and Villa. . . . The twin debut of the first CinemaScope production there marked the first time that the picture was shown in theatres of the 1000-seat class. Capacity of the Lyric is 1120 and the Villa 1300 seats.

The telethon for cerebral palsy in the Capitol for 18 hours was a success. Howard Duff, master of ceremonies, along with singer Helen O'Connell, and Pedro Gonzales got contributions from Utah, Idaho, and Nevada and ended up with a total in excess of \$68,000 for the telethon, scheduled to run for 16 hours. It ran two hours overtime, due to the cooperation of the Capitol and KSL-TV.

Leaving for the World Series in New York and Chicago were Hugo Jorgensen, Main, Rigby, Idaho; Robert Boomer, Roberta, Dillon, Mont.; O. J. Hazen, formerly with Service Theatre Supply, and Clyde Blasius, general manager, Westates, Inc.

Exhibitors seen on Film Row were: Mr. and Mrs. Van Anderson, Pamela, Salina, Utah, and Lyric and Huish, Richfield, Utah; Deward Shiner, Main and Vernal, Vernal, Utah, and E. M. Jackson, Plentywood, Mont., operating theatres in Laurel, Great Falls, and Plentywood. . . . Back from a vacation in San Francisco were Ella Jane Swanson, secretary, Swanson Theatre Agency, and Dee Jerome, secretary, Manley Popcorn. . . . Madge Morris, booker, Associated Film Exchange, returned from a vacation in southern Utah.

San Antonio

Charles Wolfe, Southern Theater Company, returned after a vacation in Mexico. . . . A. Terrazas joined the El Charro Drive-In as a projectionist. . . . Bill Keeler has been named chief projectionist, Majestic. . . . Recovering from illness is Tom Mills, projectionist, Majestic. . . . Mrs. Merl Wolf, manager, Arts, returned from a vacation.

Exhibitors in to call on the Spanish language film exchanges were: Lloyd Munter, manager, Yolanda, Eagle Pass, Tex.; Mrs. Jose Navarro, National, Taylor, Tex.; Dave Parker, Mooring, Tex., and Jack Cayton, Loving, N. M. . . . Mrs. Ann Schafer, Empire, returned from a vacation.

San Francisco

For "The Robe," at the 4651-seat Fox, the regular continuous performance and price ranges \$1 morning; \$1.25 afternoons, \$1.50 evenings Monday through Friday, and Saturday and Sunday, \$1.25 until noon, \$1.50 matinee, and \$1.80 evenings.



Herb MacIntyre, RKO western district manager, is having a booking drive held in his honor during November by the four west coast branches under his jurisdiction.

Lawrence Tovar, formerly with the St. Francis, returned as assistant manager. . . . Blumenfeld Theatres planned to close the Enean, Pittsburg, Cal. . . . Ray Syufy was reported taking over the Rancho Drive-In in San Pablo, Cal., from Guy Meek. . . . Frank Harris, United Artists branch manager, was seriously ill at Stanford Hospital. . . . U-I student booker Tom Graff resigned, and is now managing the State, South San Francisco, for Golden State Theatres. . . . Hannah Oppie, executive secretary, Western Theatre Owners, returned following illness. . . . Ward Pennington, former sales manager for Paramount, returned here as sales manager. Lea Bruegman, who left the exchange 16 months ago to live in Denver, returned, and will be Pennington's secretary. . . . Jack Sherin, manager, Sunset, Lodi, Cal., was honeymooning.

For the picture being produced by district manager John Parsons for Telenews, arrangements have been made with the police department for cameras to accompany the "narco" squad on its next raid. . . . Isadore Wolfe, salesman, National Screen Service, was robbed.

Before a stellar first-night audience headed by Mayor Elmer Robinson, mayors from 18 adjacent cities, and a visiting Hollywood contingent of producer Frank Ross and stars Terry Moore and Robert Wagner, 20th-Fox's "The Robe" was opened in high style at the Fox.

Walter Reade Theatres joined Schwarz Theatres of California in the joint operation of the Bridge, 400-seat deluxe art house, according to announcements made by Maury A. Schwarz, president, Schwarz Theatres, and Walter Reade, Jr., president, Walter Reade Theatres. Continental Distributors, Inc., associated with the Reade organization, will be one of the suppliers of films for the Reade-Schwarz specialized circuit. This new type of operation will see the exhibitor participate in the distribution profits on films as well as on theatre operation. For the Reade organization, which operates the Baronet, New York City, and more than 40 conventional and drive-in theatres in New Jersey and upstate New York, the operation of the Bridge marks its entry into the west coast field.

At Irving Levin's Vogue, where he advertised anyone wanting to see "Forbidden Games," but unable to do so, could go in free, 10 college students took advantage of the offer.

Seattle

The exciting world premiere of Paramount's first 3-D Technicolor musical, "Those Redheads From Seattle," coincided with the return from Korea of 2,800 American veterans. . . . The stars who entertained the landing soldiers included Rhonda Fleming, Gene Barry, Roscoe Ates, and the Bell Sisters. . . . The premiere which followed gave the Paramount its biggest opening day's business since 3-D "Bwana Devil" bowed a year ago. . . . William C. Thomas co-producer of the picture, was in the Hollywood contingent.

Paul D. McElhinney, Republic branch manager, flew south to attend a regional meeting at the Hollywood studio. . . . Allen Wieder, MGM exploiteer, returned from San Francisco. . . . National Theatre Supply installed the penthouses and reproducers of CinemaScope equipment at the Fifth Avenue. . . . Republic salesman Bud Hamilton returned from Eastern Washington and Northern Idaho. . . . Allied Artists salesman Bob Walker is back from a trip. . . . Philip Boltin has been named head shipper, Allied Artists. . . . Kay Clonts, Columbia booker, returned from a vacation. . . . Peggy Batie, Allied Artists, was expecting her husband home from Korea. . . . Gordon Wallinger, Allied Artists booker, is driving a new Chevrolet. . . . Mollie Larson, receptionist, 20th-Fox, resigned. Her place is being taken by Carol Minden, from Columbia. . . . Jim Mitchell, assistant shipper, 20th-Fox, finished his University work and resigned.

Mickey Rooney "One Man Band" clubs have been introduced, and are now being formed in all Sterling picture houses. These neighborhood clubs will enable band members to make appearances on the stage.

The Fifth Avenue was closed to enable technicians to install the last of the large CinemaScope equipment for "The Robe." . . . State out-of-town visitors included Don Glover, Audeon, Pullman; Joe Rosenfield, Spokane; Joe Lilquist, Almo, Paulsbo, and Jr. Mercy, Yakima.

The board of the Theatre Owners of Washington, Northern Idaho, and Alaska unanimously passed a resolution to petition the Theatre Owners of America for a unit membership.

Five United Artists releases set a record by playing simultaneous first-run engagements, "Melba," Hamrick's Blue Mouse; "The Moon Is Blue," Hamrick's Music Box; "Return to Paradise" and "The Assassin," Coliseum, and "Gun Belt," Liberty. . . . A. J. Sullivan, UA branch manager, reported that this marked the first time in history of the city that five releases from a single company enjoyed concurrent first-runs.

NEWS OF THE

Territory

BRANCHES
Cincinnati

On business trips were Philip Fox, Columbia branch manager, and Frank Schrieber, U-I branch manager, to Springfield, O.; George A. Kirby, Republic branch manager, to a New York sales meeting; Homer B. Snook, president, Midwest Theatre Supply, and Vincent J. Bauer, RCA, Camden, N. J., to Charleston W. Va., and Marie Donelson, Screen Classics, to Indianapolis.

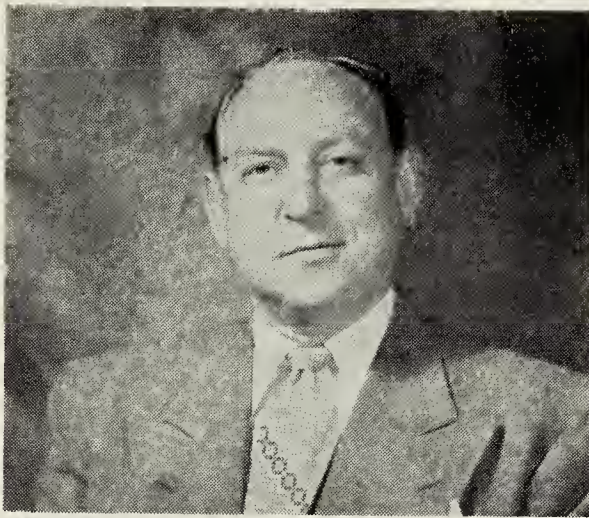
Chakeres Circuit, Springfield, O., will screen spine chillers at many of its houses on Halloween. The last of 12 car giveaway promotions of the circuit was staged in St. Marys, O. . . . Frank Collins, Chakeres Circuit general manager, and his wife attended the World's Series.

Exhibitors in were: George Turlukis, Hamilton, O.; Lloyd Hilderbrandt and Floyd Williamson, Dayton, O.; Joe Bloom, Mount Healthy, O.; William Settos, Springfield, O.; Jack Needham, Columbus, O.; John R. Poe, Aberdeen, O.; Charles Creago, Chillicothe, O.; Harry Wheeler, Gallipolis, O.; George B. Lively, Huntington, W. Va.; Frank Carnahan and Bud Hughes, Manchester, Ky., and Joseph Marshall, Danville, Ky.

Other Film Row visitors were Howard G. Minsky, Paramount division manager; J. A. Walsh, Paramount accountant, and Milton Berschell, Berschell Manufacturing Company, St. Louis.

Back from vacations were Mike Chakeres, manager, Chakeres Circuit houses, Springfield, O.; John Hoffman, manager, Regent, Springfield, after a honeymoon; Richard McBeth, manager, Colony, Hillsboro, O.; Etta Kuhlman, secretary to James S. Abrose, Warners branch manager; Jack Kirchbaum, Paramount booker, and Louise Vinson, Paramount assistant cashier.

Duke Hickey, handling exploitation for U-I, was in to set up a promotional



Morris Lefko, RKO district manager, who makes his headquarters in Cleveland, will have November designated as "Morris Lefko Month" and exhibitors as well as the sales forces of branches under his supervision will join to pay him tribute via a booking drive. Additional branches under his supervision are Albany, Buffalo, Cincinnati, Detroit, and Indianapolis. Jack Bernstein, Cleveland manager, will act as chairman for the campaign.

program for Mamie Van Doren in connection with "The All American," downtown Keith. A feature was the crowning of Miss Van Doren as "queen" at the University of Cincinnati-William and Mary football game. A new Williams aluminum-framed, 40 x 20 foot screen and stereoscopic sound have been installed in the Keith. Carl Ferrazza is house manager.

Annabelle Ward, Ward Enterprises, Lexington, Ky., is in frequently to see her husband, David Olsen, in Bethesda Hospital for two months with a heart ailment.

The Variety Club realized \$20,000 from its "Old Newsboys Day" promotion for its Foundation for Mentally Retarded Children. The Club's 20th annual dinner dance has been set for Oct. 26.

Max Goldberg, former operator of Kentucky Theatres, recently became president of a manufacturing concern in Falmouth, Ky., where he also is mayor. . . . National Theatre Supply equipped six houses of the Miles Circuit, Columbus, O., for 3-D.

The Skyline Drive-In, Verda, Ky., James Booze and Chester Smith, own-

Alliance Circuit
Honors Winners

INDIANAPOLIS—Alliance Theatres, in its 18th annual meeting at the Lincoln Hotel, issued cash awards to managers who participated in the summer drive, and discussed business plans for the future.

The principal speaker, heard by more than 100 persons, was S. J. Gregory, Alliance executive vice-president and general manager.

Approximately \$12,000 in cash awards was distributed, with the lion's share, \$1,138, going to Kenneth Boles, Kokomo, Ind., drive-in manager, for his outstanding work on showmanship, vending, and extra revenue. He also won first place in the drive. Winners of awards offered for showmanship were Robert Jackson, Jefferson, Fort Wayne, Ind., and Gene Durr, Garrett, Ind., each \$200. Ben Batchfield, Riviera, Anderson, Ind., won the special award for vending.

All participating managers received 15 per cent of extra revenue collected over quota, with \$4,000 distributed in this way. The winning district manager received a gold plaque, presented by Gregory, for the outstanding work of his district during the 16-week drive. He was Arthur Arveson, northern district.

Gregory predicted an era of industry prosperity brought about by revolutionary new techniques. He stressed the need for showmanship, and warned that the quality of 3-D films must be improved immediately as the public has stopped buying them. Gregory also praised 20th-Fox's CinemaScope and "The Robe."

ers, is completely equipped for all-winter screenings.

Harry Goldman, UA district manager, conducted sales meetings here and in Indianapolis. . . . Robert B. Frederick has been appointed manager, nabe Guild. He formerly was at Paramount.

Sante Macci, owner, Wayne, Greenville, O., is the father of a girl, Toni Lynn, born in Good Samaritan Hospital, Dayton. . . . U-I office personnel sang "Happy Birthday" and ate cake to and with Lucille Arnold, booker's stenographer.



This is a general view of the recent 18th annual meeting of Alliance Theatres at the Lincoln Hotel, Indianapolis. Cash awards were made to managers participating in the summer drive, and plans were made. S. J. Gregory, executive vice-president and general manager, addressed the gathering of over 100 persons. Over \$12,000 in cash awards were distributed.



Aubrey Schenck producer, "War Paint," UA release, was recently interviewed by Bob Murphy, WJBK-TV, to herald the opening of the picture at the Fox, Detroit.

Julius Brown, former States Film Service head shipper, is now a Realart booker. . . . Betty Watkins is a new UA receptionist.

Parisian beauty Nicole Maurey, leading lady with Bing Crosby in Paramount's "Little Boy Lost," was in.

Cleveland

The Marciano-LaStarza fight telecast was a success at both SW Allen and the Hippodrome. The 3000-seat Allen was a complete sellout while the 3500-seat Hippodrome succeeded in filling the main floor and the first balcony, but not the top balcony. All seats at both theatres sold at \$3.00 plus tax, with none reserved.

"The Robe," Hippodrome, had the full treatment of a preview premiere when manager Jack Silverthorne presented the picture to the public at 7 p.m. and at 9:30 p.m. at the special price of \$1.80.

Robert Wile, secretary, Independent Theatre Owners of Ohio, suggests that trade screenings would be better attended if the producer-distributors had a publicity representative on hand to point out the selling angles of the pictures to get the best boxoffice results. Wile reports in his latest association bulletin that the State Deputy Sealer of Weights and Measures believes the best solution to the problem of popcorn box contents is to state the contents of a popcorn box in terms of dry measure, using cubic measure to indicate the size of the box rather than the amount of popcorn therein contained. When stating this on the box, it is necessary to use the word "dry" to conform with the law.

Jerry Alley, son of Tom Alley, Republic salesman, married Charlene Buckius on Oct. 3. He is recently out of the service, having spent two years in Korea, and is associated with the engineering department of the Jones and Laughlin Steel Company. . . . Abe Kramer, Associated Circuit, and Mrs. Kramer were in New York to welcome home from Europe their daughter, Hope, and her husband, Edward Gropper. . . . Marshall Fine, Associated Circuit, passed up the theatre TV pre-



J. J. Musselman, manager, Rialto, Louisville, Ky., recently got the crowds when he hired a professional escape artist to get out of a straightjacket while suspended by his feet from a rigging atop the theatre in connection with Paramount's "Houdini."

sentation of the Marciano-La Starza fight. He planned to spend the week in the east visiting with former Harvard associates.

M. B. Horwitz, head, Washington Circuit, included a stopover in New Haven on his way to attend the National Allied convention in Boston. The attraction is his grandson, Stuart Miller, son of the Richard Millers, who just entered Yale and who was one of 60 boys chosen from 400 applicants to be admitted into the Naval ROTC. . . . Marvin Harris reopened his La France, Swanton, Mass., closed for the summer.

The drive-in season is nearing its end. Already two outdoor theatres have closed, the Amanda Auto Theatre, Arlington, O., and the Skyline Drive-In, Wooster O. The Blue Sky Drive-In, Wadsworth, O., and the Lorain Drive-In, Lorain, O., have reduced their playing schedules to weekends only.

Carl Miller U-I auditor, was a branch visitor. . . . Carl Reardon arrived to take over the reins of U-I, where he succeeds Edward Heiber, promoted to manage the Philadelphia branch.

Roy Gross, circuit owner, was vacationing. . . . Don Prince, producer-representative, was here conferring with United Artists branch manager David Rosenthal.



During her recent tour to publicize "Take The High Ground," in which she appears, MGM's Elaine Stewart stopped off at Indianapolis, and is seen here being made "Miss Secretary Of State" by Crawford Parker, Indiana Secretary of State.

Jocelyn Brando held an autograph party in the Allen for "The Big Heat." . . . Robert Feller, Cleveland Indians pitcher, is defendant in a suit filed in Common Pleas Court by Motion Picture Productions, Inc., in which it is claimed Feller owes the company \$5,500 balance on a \$13,000 contract. Motion Picture Productions contracted to produce a series of 13 baseball shorts to be called "Indian Baseball With Feller," for which it claims Feller was to pay \$13,000 including the sales rights to the series. Feller reportedly says he will not pay the alleged balance due because the films were not satisfactory and he was unable to sell them.

"Lights, Camera, Questions," the only known motion picture sponsored regular TV program shown for 26 weeks last season, returned to the air waves. A new time and a new station, however, have been contracted for by W. Ward Marsh, The Plain Dealer movie editor, who is both writer and producer of the program. This season, it will be heard over WNBK every Thursday from 7 to 7:30 p.m. "Lights, Camera, Questions" is sponsored jointly by the industry and the Cleveland first-run downtown theatres, the RKO Palace, Loew's State, Ohio, Stillman, and Hippodrome.

Detroit

Nathan D. Levin has been appointed to succeed the late M. Harlan Starr as manager, Allied Artists' Detroit exchange, it was announced by Morey R. Goldstein, vice-president and general sales manager. Levin has been with the Boston exchange for the past 13 years. At the time of his promotion, Levin was city salesman for Allied Artists, and previously was with the Boston exchange in the capacities of cashier and booking department employee. He is a past president, Motion Picture Salesman's Club of New England, and is a member of the Variety Club of New England.

"The Robe" premiere at the Fox had reserved seats at prices up to \$5. . . . The Ironwood, Mich., Amusement Company control went to Oliver Supernant, for 23 years the manager. Management will be taken by Alfred Wright



Exhibitors joined Hollywood personalities recently at a press luncheon given by U-I prior to the world premiere of "The All-American," Broadway-Capitol, Detroit. Seen, left to right, are Walter Norris, Butterfield Circuit executive; Don Taylor; Sol Korman, Broadway-Capitol; Janet Leigh; Ben Robins, U-I branch manager; Alice Gorham, United Detroit Theatres; Tony Curtis, and Jim Sharkey, head, Cooperative Theatres of Michigan.

recently of the Fox, Wausau, Wis. . . . Dr. J. B. Palmer, son of the Chiropractic School founder, in for the chiropractic convention, showed his stereo-color process for color production from black and white film. . . . Fully 488,000 feet of film was reviewed by the police censorship board in August without an inch snipped.

Norman Granz' "Jazz at the Philharmonic" played two shows at the Broadway-Capitol, for a sellout gross of \$25,000. . . . Burnside Drive-In manager Harold Muir also stages free shows at Ottor Lake, Otisville, Clifford, and Capac, Mich., one night each week. . . . The Birmingham is showing stills from pictures highlighting motion picture progress for the last 50 years. . . . Joseph Ellul is already in Hollywood, Fla., leaving his Empress to the Michigan winds. . . . The Science Fantasy Club of Michigan held its first meeting of the fall season in the lobby of the Palms. Playing was "The War of the Worlds." C. E. Obryan, Palms manager, and Fantasy President Howard De Vore together with Roger Simms cooked up a lobby display.

The West End, formerly operated by William Kimmel, has been taken into the A and W Circuit. It will be managed by Walter Janice. Newcomer Emil Riewe replaces Janice in the Times Square front office. . . . The Greater Detroit Motion Picture Council opened its fall season at the downtown YWCA. Bill Green, Cinerama drummer, spoke on the "Revolution in Hollywood." . . . The Mel, Melvindale, Mich., lost manager Donald Schilling to the Detroit north side Rosedale. . . . The Highland Park, Mich., Lions Club lunched Neil Talling as he left the Krim for a post with Howe Military School in Indiana. . . . In suburban Wayne, the Wayne Drive-In complained of the city smelling. The garbage dump 500 feet south of the property puts unhealthy and offensive odors into the autos of patrons, according to a request for a restraining order asked against the village of Wayne and Nankin Township. . . . The brothers Ashmun and brothers Seeley entertained film salesmen at their estate at Caseville, Mich.

Exhibitors are invited to Michigan Allied's election and conference on Oct. 29. It will feature addresses by Robert Coyne, COMPO, Wilbur Snaper, National Allied president, and Senator Homer Ferguson. Joe Lee and David Idzal will host at a showing of "The Robe," and the day will wind up with an evening at the Windsor, Ont., Elmwood Casino. The Variety Club will hold open house. . . . "Mogambo" and "Take the High Ground" screenings in Saginaw, Mich., at the Temple and Grand Rapids, Mich., at the Majestic were announced by Cliff Perry.

Charles Snyder is the new district commander of the American Legion. Snyder was with Allied Theatres and Film Truck Service. . . . Phil Schare is convalescing from an operation. . . . Dezel Productions' Anne O'Donnell is back from the big woods of Wisconsin.



Carl F. Reardon, former U-I branch manager in New Haven, was recently named branch manager in Cleveland.

Indianapolis

John Allison, Vivian, Carlisle, Ind., has withdrawn from Affiliated Theatres, and will do his own booking and buying. . . . Mrs. Marjorie Weil McKean, daughter-in-law of Claude McKean, Warners' exchange manager, reports the arrival of twins, born at the Hancock County Hospital, Greenfield, Ind. The boys are David and Daniel.

Harry Goldman, UA district manager, was in. . . . The Swan, Terre Haute, Ind., one of the Y. and W. houses, was damaged by fire. The front and marquee suffered almost a total loss. . . . The Dana, Dana, Ind., has gone to one change a week. The house will run on full schedule soon.

Parisian beauty Nicole Maurey, leading lady with Bing Crosby in Paramount's "Little Boy Lost," was in.

H. W. Boyd, Princess, entered the pony raising business. . . . The new car purchased by Alex Kalafat was wrecked on the ramp when it entered the garage. . . . Archie Allen, who operates the Meadow Brook Drive-In, Bainbridge, Ind., has eliminated program changes during the week. . . . J. B. Stine, Garfield, Terre Haute, Ind., returned after his regular vacation in Wisconsin.

Switow and Sons lost the lease on the Majestic, Seymour, Ind. The house will be operated by M. Smith. . . .



At the recent world premiere of U-I's "The All-American" at the Broadway Capitol, Detroit, Hollywood stars turned out for special ceremonies held in front of the theatre. Seen are Tony Curtis, Janet Leigh, Don Taylor, Mamie Van Doren, Richard Long, Johnny "Scat" Davis and Myrna Hansen.

Film Row visitors included: William Passen, Amusu, Jasonville, Ind.; John Allison, Carlisle, Ind., and Bruce Kixmiller, Colonial, Bicknell, Ind.

Realart announced the acquisition of the following International reissues: "Woman In The Window," "The Stranger," "Tomorrow Is Forever," "It's A Pleasure," "Along Came Jones," "Belle Of The Yukon," and "Casanova," and also three "Cisco Kid" reissues, "The Valiant Hombre," "Daring Cabillero," and "Satan's Circle."

Recent National Theatre Supply installations include Simplex XL mechanisms, anamorphic lenses, and Kollmorgen wide-angle lenses for Fourth Avenue Amusement's Mars, Lafayette, Ind.; Walker wide-screen and Kollmorgen wide-screen lenses at the Fayette, Connersville, Ind.; Simplex XL sound system and stereophonic sound, Miracle Mirror screen, Kollmorgen wide-angle lenses, Simplex heavy duty pedestals, and National Excelite lamps at the Quimby, Fort Wayne, Ind.; Miracle Mirror screen, anamorphic CinemaScope lenses, Simplex heavy duty pedestals, Simplex XL mechanisms, and Simplex XL sound system and stereophonic sound at the Logan, Logansport, Ind.; Walker wide-screen and Kollmorgen wide-angle lenses at the Arlington, New Haven, Ind.; Walker wide-screen and Kollmorgen wide-angle lenses at the Columbian, Columbia, Ky.; Walker wide-screen and Bausch and Lomb wide-angle lenses at the Morin, Brookville, Ind.; Walker wide-screen and Kollmorgen wide-angle lenses at the Key, Kewanna, Ind., and Walker wide-screen and Kollmorgen wide-angle lenses at the Princess, Rushville, Ind.

Dennis H. Long, 70, treasurer, Greater Indianapolis Amusement Corporation, and Edward S. Huber, 44, Louisville, Ky., a purchasing agent for the company, were killed in a head-on automobile crash near Seymour, Ind., while enroute to attend a convention of Alliance Theatre Corporation at the Hotel Lincoln. Greater Indianapolis Amusement Corporation owns control of four local theatres, the Indiana, Circle, Lyric, and Keith's. State police said the accident occurred when Long attempted to pass a semi-trailer truck and crashed head-on with an Indiana Farm Bureau hatchery truck, whose driver escaped with minor injuries. Long was also president, Fourth Avenue Amusement Corporation, which owns 50 per cent interest in the Indianapolis firm. He helped found the Louisville firm in 1910, and became treasurer of the Indianapolis corporation 37 years ago when it became an affiliate. Funeral services for Long were held in Calvary Church, with burial in Cade Hill Cemetery, Louisville. He is survived by his widow, a son, and a sister, all of Louisville.

Pittsburgh

A revolutionary transformation of the entire industry was predicted by Spyros P. Skouras, president, 20th-Fox, at a Carlton House Hotel press luncheon preceding the dual premiere of "The

Robe" and CinemaScope at the Harris. Skouras said he also believed that within two or three years every theatre in the world, small or large and drive-ins, will be equipped for the showing of anamorphic type pictures. Skouras planned in to participate in the tri-state area premiere. Heading the list of celebrities who were greeted by Skouras and J. P. Harris was David L. Lawrence, mayor. Others who attended included Herb May, vice-president, Union Switch and Signal Company; J. M. Walker, County Commissioner; William McCanes, president, Duquesne Light Company; Glenn Norris, Atlantic division sales manager, and Al Levy, the local manager. The opening was broadcast over KQV and WDTV and photographed by TV newsreel cameramen for telecasting. The Harris is long and narrow, and seats approximately 2100. The screen is 48.6 by 19. Norris, who introduced Skouras at the press conference, predicted that "The Robe" in CinemaScope will play at the Harris at least through Thanksgiving Day. He also predicted that the first week's receipts should hit between \$40,000 and \$50,000.

Joseph A. Walsh, Paramount branch operations manager, was in on his national tour of exchanges.

The Manos Circuit has signed a service and parts plan contract for 15 of its theatres in Pennsylvania and West Virginia, it was announced by G. F. Sandore, sales and merchandising manager, RCA Service Company. . . . T. M. Manos negotiated for the circuit, and F. W. Hamre, RCA Service Company district manager, represented the company. The theatres involved are located in Jeanette, Tarentum, Monesson, Uniontown, Indiana, Ellwood City, Latrobe, and Vandergrift, in Pennsylvania, and Elkins and Grafton, in West Virginia.

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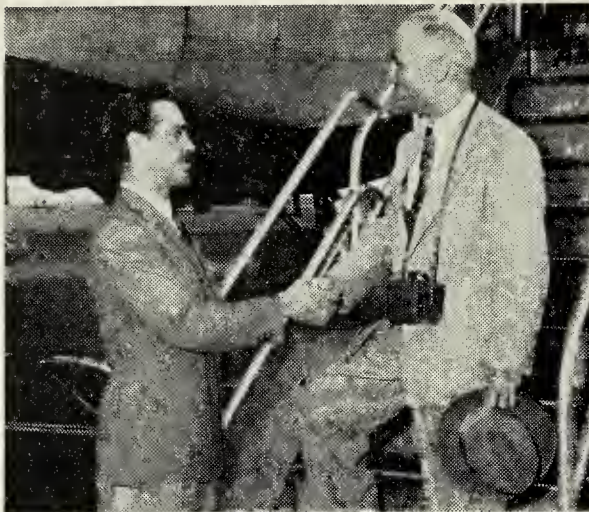
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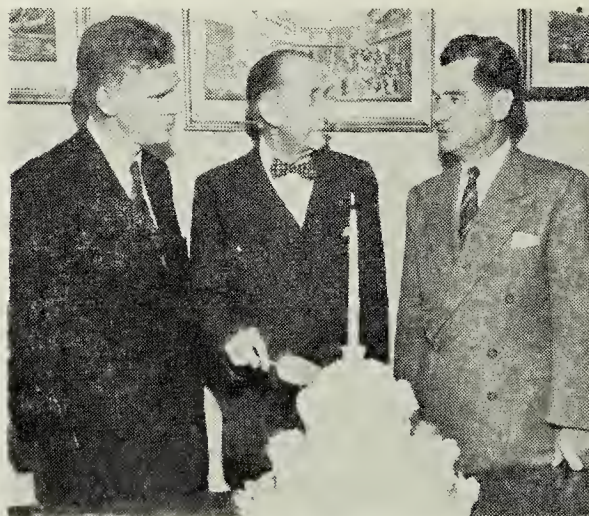


Lawrence Bledsoe, winner of the letter-writing contest in San Francisco in connection with Walt Disney's RKO release, "The Sword And The Rose," recently met the picture's star, Richard Todd, prior to leaving from New York for a vacation in England, his prize.

AA salesman Joel Golden suffered a heart attack and was taken to Montefiore Hospital. . . . New assistant manager at the downtown Stanley is Joe Vance, from the Hollywood, Dormont, Pa. . . . Fabian's Strand, Altoona, Pa., reopened. . . . The drive-ins are beginning to close for the season. . . . The Gable, Sharon, Pa., is now a full-time operation. . . . The Marien, Marienville, Pa., reopened.

The Ritz, Export, Pa., reopened. . . . The brother of Carl Rogal, Aledander Theatre Supply, was killed in an accident. He had recently returned from Korea. . . . Francis Milton gave up the lease on the Airport. John Burns is the new manager.

Film Row came to a complete standstill for the dedication and unveiling of a monument in honor of Private First Class Francis Robert Thomas, Jr., killed in action with the marines in Korea. C. C. Kellenberg, 20th-Fox sales manager, officiated at the ceremonies, which were climaxed with the award of the Navy Cross, posthumously, to Mr. and Mrs. Thomas, Sr., by Major E. D. Oglesby. Thomas has been the projectionist at most Row screenings for several years. Featured speakers at the dedication included John J. Maloney, district manager, MGM.



Fred Waller, center, inventor, Cinerama, flanked by Hazard Reeves, left, who developed the stereophonic sound used in the multi-dimensional medium, and Lowell Thomas, who was instrumental in the production of the first full-length Cinerama film, recently joined in New York to blow out the candle on Cinerama's first birthday cake.



Herbert Wilcox recently arrived in New York City en route to Republic's North Hollywood studios for conferences with President Herbert J. Yates concerning casting of "Trouble In The Glen," second film under their agreement, and exploitation of "Laughing Anne."

Prices for reserved seat premiere of "The Robe" at the J. P. Harris were \$2.50 for reserved orchestra seats and \$1.65 for unreserved seats in the balcony.

Joie Vance, assistant manager, Stanley, is polishing a night club routine, which he intends to use as a sideline. . . . Mr. and Mrs. Bert Stearn and Mr. and Mrs. Thomas Callas were scheduled to co-host "Family Night" at the Variety Club.

Don C. Hayman, Seneca, Belington, W. Va., has been conferring with Warner writers as background expert for Clyde Beatty's 3-D picture, "Man Killer." He expects to return to his theatre soon.

Although nothing is definite, reliable sources have it that a giant twin screen drive-in is planned in the vicinity of the Westinghouse Bridge.

State visitors included Louis Lambros, Farrell; Adolph Farkas, Johnstown; Bill Nidetch, Claysburg; Andy Biordi, Ellwood City; B. H. Buchheit, Greensburg, and Nick D'Aurora, Erie.

Miss Cuba Walker, who buys and books for the Ideal Circuit out of Johnstown, Pa., is on a vacation. . . . Ray Allison, Altoona, Pa., expects to have the first CinemaScope installation in that city.

Ohio Columbus

Mrs. Ethel Miles' Garden is the latest neighborhood to install 3-D. . . . Harry Schreiber, manager, RKO Palace, was vacationing.

"Miss Flame of 1953," to reign during Fire Prevention Week, was scheduled to be picked on the stage of Loew's Ohio. . . . Loew's Ohio will have a 3-D test engagement of MGM's "Kiss Me Kate," starting on Oct. 15.

Greenfield

Following a personal appeal by K. R. Roberts, manager, Rand, the village council repealed the three per cent admission tax in force since 1948. The tax has produced \$10,704 during the past two years.

NEWS OF THE

Territory

Boston
Crosstown

Chris Joyce, Interstate district manager, staged his annual outing for his managers and home office personnel at the American Legion camp, Plymouth, Mass. Fifteen managers took the day off from work to enjoy sports, relaxation, and a shore dinner. Those coming down from Boston for the occasion were Ted Fleisher, president; Jim Mahoney, general manager; Mal Green, Jimmie Stoneman, and Jim Godsill, the latter two from Relston, Inc., candy concessionaires. . . . Interstate closed the Dennis Drive-In, Cape Cod, for the season, with the Avon Drive-In to close in mid-October.

Al Somerby, who attended the John Moore luncheon, stated that he has "actively retired" from business and is spending his time in a leisurely fashion in his Winchester, Mass., home.

A sparkling campaign on U-I's "The All-American" was worked out by publicist Tom Dowd, who is in the Boston office of U-I subbing for John McGrail, recovering from an ulcer operation in Carney Hospital. The film opened on Oct. 1 at the Keith Boston and the following week at the RKO Albee, Providence, R. I. Dowd tied in with officials of the Star Market, Inc., who took 600-line ads in the Herald-Traveler and Globe newspapers before the opening date. The ads carried a photo of Tony Curtis, and explained about a contest for supermarket patrons. Miss Myrna Hansen, "Miss United States," appeared in person at the Star Market at the time of the contest. She was on several radio and one TV program, met the press at a luncheon, was the judge of "Miss Radcliff of 1957, the All-American Freshman" at Harvard College, and also judged the All-American dance contest at the Fred Astaire studio. Dowd also tied in with the film's opening at the Keith-Albee, Providence, with Dunne Motors, the largest car advertiser in the city, claiming the new Ford to be the "All American car." Dunne Motors took 120 spot announcements on the radio previous to the opening date, announcing "The All-American" contest in which the winner receives an all-expense trip to New York City for two for one weekend. Dunne Motors also used its own sign shop workers to make huge murals for the showrooms, and other displays and stills from the picture were in prominence. Also, on opening day a new convertible plastered with copy and with two models were driven around the city stopping at busy intersections, where the girls handed out free packages of gum.

Ben Greenberg and Bill Henry, Woonsocket, R. I., exhibitors staged a suc-



Frank "Bunny" Allen, who guided the safari in Africa for MGM's "Mogambo," in Boston recently doing advance promotion work is seen meeting "Cora," 63-year-old elephant at the Franklin Park zoo, along with his wife; Morgan Hudgins studio publicist, who acted as unit manager for the company in Africa; Floyd Fitzsimmons, MGM field press representative for Boston and New Haven, and park superintendent Thomas Veasey.

cessful "Jimmy Fund" banquet with the entire town turning out and with standees coming in later to hear Red Sox players Dick Gernet and Ted Lepscio speak. Tom Dowd, Red Sox publicist, arranged the occasion. In Lewiston, Me., Al Cohen, Ritz, is the chairman of the local Auburn, Me.-Lewiston area for the "Jimmy Fund," and has conducted such a successful campaign that even before the drive was finished, the money collected more than equalled last year's total.

A permit for a new drive-in to be built in the spring of 1954 for 1,000 cars has been granted to Bob Waldman, an associate with Al Lourie in the Adams, Dorchester, Mass. The new theatre will be built in Burlington, Mass., where Routes 3 and 128 converge. To be called the 128 Drive-In, it will cost \$250,000 to erect. The clearing of the land will start next week with the theatre ready for an early spring occupancy. William Black is the contractor-builder.

That new 1954 Jaguar painted white with red upholstery belongs to Joe Cohen, independent buyer-booker, who



Loew's Poli, Springfield, Mass., was only closed for 36 hours recently while a crew of 40 made alterations and erected the wide screen shown. Seen in front of the screen are Marcell Fasano, production engineer; Joseph Piontek; manager George E. Freeman; John Miller, in charge of rigging the screen, and Albert Fortune, stagehand.

uses it for driving around the city while his wife has the big car. Their eight-year old daughter, Leslie, and George Robert's eight-year-old son, Paul were on TV over the WBZ-TV "Jimmy Fund" show. They explained how they had earned the money donated to the "Jimmy Fund" drive.

George Kraska is handling the publicity campaign for IFE on "Secret Conclave," which had its New England premiere at the Art, Springfield, Mass. The Boston opening has not as yet been set. Kraska journeyed to Springfield in advance of the opening to arrange a series of screenings for the clergy and for the various Italian organizations. He returned here to set up a huge morning screening at the Kenmore for the staff of "The Pilot," church dignitaries, the Italian Consul-General, Dr. Formichella and his staff, French Consul-General Francois Charles-Roux and his staff, the president of the League of Catholic Women, the president of the Sons of Italy, and heads of the Italo-American League.

Parisian beauty Nicole Maurey, leading lady with Bing Crosby in Paramount's "Little Boy Lost," was in.

Eliminations announced by the Bureau of Sunday Censorship included the following: "The Big Heat," parts 1 to 9 (Deletions; Dialogue, "I wouldn't touch anything of Vince Stone's with a 10-foot pole," in part 6. (Columbia); "The Strange Ones," parts 1 to 11 (French—Deletions: Scene showing Paul and Elizabeth going into bathroom, in part 4. French dialogue and accompanying English captions, "I refuse to meet this horrible Jew," to and including, "—pushing her into the arms of that Jew," in part 6.) Regal.

John Dufort, owner-manager, Crystal Palace, Montreal, Canada, is ill in Peter Benk Brigham Hospital.

Film District

Roy E. Heffner, Goodwill Advertising, moved his office from 14 Piedmont Street to 38 Church Street on the second floor. Ellis Gordon, IFE, moved from 14 Piedmont to an office on the second floor at 246 Stuart Street.



George Somma, New Haven, Republic branch head; Joseph Wohl, whose appointment as New York branch manager was recently announced; C. Bruce Newbery, director of sales, and Herbert Schaefer, Boston branch manager, are seen at the Republic sales meeting recently held at the New York Athletic Club, New York City.



At the recent New England premiere of Warners' "Island In The Sky," Colonel James A. Morgan, USA Air Transport Commander, Eastern Area, awarded to Warners at the Paramount, Boston, a citation commemorating the 50th anniversary of supersonic flight. Ralph J. Iannuzzi, Warner branch manager, accepted the award as manager Arthur Morton looked on.

Following closely on the heels of the testimonial luncheon for John Moore, who was elevated to assistant division manager at Paramount, was another luncheon for another Film Rowite recently promoted, Nathan Levin, for 13 years with AA, was who named branch manager in the Detroit exchange. He was given a combination farewell and testimonial luncheon at the Hotel Bradford Roof Garden. The Variety Club sponsored the affair. The committee in charge was made up of Ben Abrams, George Roberts, Joe Cohen, Seth Field, Arthur Gerome, Dave Grover, Harry Goldstein, Bill Kumins, Jim Marshall, Herman and Julian Rifkin, Benn Rosenwald, Maynard Sickles, Mickey Daytz, Arnold Van Leer, Hatton Taylor, Ben Williams, Myer Feltman, Abe Yarchin, Sam Seletsky, and Dr. Lou Mogul.

Al Daytz went to Philadelphia for a business meeting, and then went on to Virginia to visit his daughter, attending college there.

New Haven Crosstown

Many film men were in attendance at the funeral of State Police Commissioner Edward J. Hickey in Hartford.

The committee working for the "Jimmy Fund" were busy with promotional angles. Co-chairmen Jim Darby, Paramount, and Irving Hillman, Roger Sherman, were in charge of the New Haven area arrangements. Among the downtown theatres already reporting included the Paramount, \$2100; Roger Sherman, \$1000 and Crown, \$125. Other monies were obtained from the tag day, \$700, and the show and dance at Baybrook, \$300.

WNHC and WELI worked in a two-hour "Jimmy Fund" radio show for the cause, at which time co-chairmen Irving Hillman, Jim Darby, Loew Poli division manager Harry P. Shaw, and Loew Poli publicity director Lou Brown spoke.

Through George F. Hoyt, Boy Scout camping and activities chairman,

John Brown Feted By Boston Trade

BOSTON — The luncheon tendered John Moore recently turned out to be one of the most enthusiastic affairs ever staged in this city. Moore, promoted from Paramount branch manager to assistant eastern division manager, sat at the head table at the Roof Garden of the Hotel Bradford, and beamed modestly at all the flowery tributes paid him.

At the very outset, toastmaster Sam Pinanski warned him, "Johnnie, you are about to spend a most uncomfortable hour-and-a-half." More than 250 industry friends turned out to pay tribute to the popular Paramount executive and to applaud the praise heaped upon him.

Max Levenson called the group to order after lunch, and handed the mike over to Pinanski, who made a genial toastmaster. He spoke seriously about the problem nearest his heart, the elimination of the 20 per cent admission tax, and said, "This tax relief was a grass roots job and not an accident. We are going ahead on it just as hard this fall."

He introduced the non-speaking head table guests, Van Leer, Jack Brown, who replaces Moore as branch manager at Paramount, and Al Fitter, Paramount, New York, who came on with Hugh Owen.

Speakers were Walter Milliken, Boston city censor; Irving Isaacs, president, Independent Exhibitors, Inc. of New England; James Connolly, branch manager, 20th-Fox; Hy Fine New England Theatres, who told some of his famous stories; Arthur Lockwood, Lockwood and Gordon Enterprises, Owen, and Martin Mullin, president, New England Theatres.

Lockwood, when called upon, said, "In addition to his being a terrific distributor, Johnnie has been a good friend to everyone, typifying the best in public relations in our industry. He has never hurt anyone, his word has always been good, he has kept his customers happy, and yet has kept the structure of his business healthy, no one has ever said

Charles M. Lane, manager, New Haven Drive-In, extended an invitation to members of all honor patrols to be his guests to see "Mister Scoutmaster." . . . The Johnson Junior Symphony Orchestra started Saturday morning rehearsals on the stage of the College. . . . Bernie Goffin, Crown, received some good radio bally for "Lili." . . . New at the Paramount is Rosemary Prisco.

Meadow Street

Republic acting branch manager George Somma was in New York to attend the sales meeting. Exhibitors were pleased with the way Somma handled the heavyweight championship fight pictures.

When Carl Reardon, U-I branch manager, left for Cleveland, he was given a nice sendoff luncheon at Kayseys by a good crowd of 45 friends including

a bad word about him, nor has he said a bad word about anyone, and I am sure he will continue to spread the same honest and sincere technique as he goes up the ladder with Paramount."

Owen said, "John began his career with us in this city as an assistant shipper in 1921 at a salary of \$15 per week, and how fitting that today his salary should be \$1500 a week."

Then, more seriously, Owen said, "It is a great privilege for me to come on here today to honor with you one of the best-loved and most respected personalities in our industry. This turnout is most impressive, but I know the reason for it. John Moore is conspicuous in his fair dealings with exhibitors over the years, which is more important than his tremendous popularity." Then turning to Moore, he said, "Please take it easy in your new assignment. Your good health is most important, so take the best of care of it."

Mullin presented Moore with two handsome two-suits brown leather traveling bags as a gift from the throng. "This turnout of your many friends is more eloquent than any words I could possibly utter. All I can add is that our organization joins with the others in wishing you the best of everything."

When Moore took over the mike to thank his friends, he made his address as brief as possible. "My responsibility as a distributor is only a reflection of the policy of my company," he said, "and I am sure that all my exhibitor friends will find that your new branch manager, Jack Brown, will follow through in the same manner."

The out-of-towners who came to pay tribute reached as far west as New Haven and New York and as far north as Freeport and Lewiston, Me. A large contingency from Stanley Warner Theatres, New Haven, with Larry Lapidus, Hugh Maguire, Harry Germaine, and Max Hoffman, came on, from Providence came Archie Sliverman, Al Siner, Joe Stanzler, and Bill Henry, while Al and Irving Cohen came on from Lewiston and Lester Hughes from Freeport. State exhibitors also from out of town were Harry Zeitz, New Bedford; Norman Zalkind and Bill Canning, Fall River, and Nathan E. Goldstein, Springfield.

branch managers, salesmen, bookers, circuit heads, employees, and exhibitors.

Among those who attended the Johnny Moore dinner in Boston were Stanley Warners' Larry Germaine, Joe Liss, Larry Lapidus, and others. . . . Exchange folk were sorry to hear of the recent death of Gertrude Sullivan Massamino, who at one time worked at RKO. Her husband, Jerry Massamino, was formerly employed at MGM. . . . The Eastwood and Elm, Hartford, discontinued Monday through Friday matinees.

Mrs. Earl Wright, wife of the Columbia salesman, flew to Cleveland to spend two weeks with her daughter. . . . Johnny Riccuzzi, Interstate, is now releasing "The First 100 Years," a 10-minute Modern Talking subject, in Technicolor, gratis to exhibitors.

Allied Meeting Looks Like Biggest

BOSTON — With all available space taken by allied industries for the trade show at the Sheraton-Plaza Hotel in conjunction with National Allied's convention, all indications pointed toward a record-breaking attendance and possibly the largest national convention in all departments ever staged by Allied States Association.

A demonstration of the Nord process, under the supervision of Edward Lachman, coordinator of sales, at the Exeter Street was added to the agenda. Bill Carroll, Indiana unit, managing director of Caravan, was selected chairman of the film clinics for the convention.

The personalized business organizers, blue leather folders convenient for exhibitors to keep their papers, notes, and the Allied year book, complete with the stamp of Allied on the cover, plus each exhibitor's name also printed in gold, were enthusiastically received by conventioners.

James J. Wadsworth, Deputy United States representative to the United Nations, will be a speaker at the banquet which will climax the annual Allied States Association convention tonight, (Oct. 7). He will address the theatremen on aspects of American policy in the United Nations.

Sam Zipkin, head shipper, U-I, became the proud father of a daughter.

Circuits

Loew Poli

Arthur Canton, MGM New York exploitation representative, and Floyd Fitzsimmons, MGM, Boston, were in on arrangements for the New England premiere of "Mogambo," Loew's Poli. . . . Lou Brown, publicity director, was a speaker at the New London Rotary Club. He was also named treasurer, Spring Glen Community Association.

Variety Club

Tent 31, New Haven

A luncheon meeting of the Hymie Levine 75th birthday committee was scheduled and a good turnout is expected at the affair to be held at the Waverly Inn.

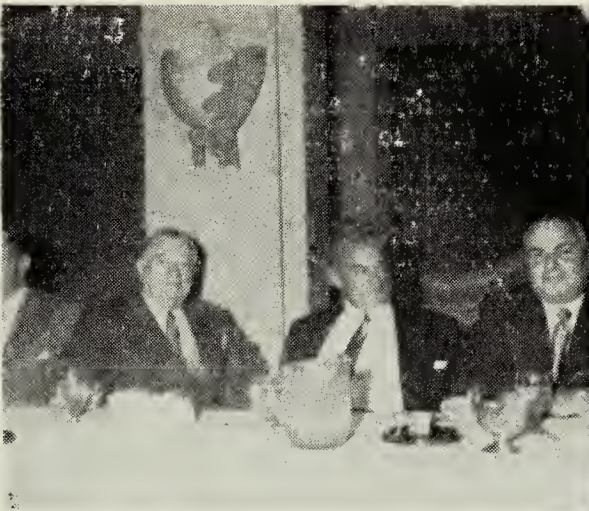
Connecticut

East Haven

Judge Clifford Sturges issued a stern warning to teen-agers attending the Capitol that disturbances will no longer be tolerated by authorities. One youth, who tore a policeman's uniform while being ejected from a side exit, was arrested, given a 30-day suspended sentence, placed on probation for six months, and ordered to pay for a new uniform for the policeman.

Hartford

Ann Lamo, manager, Webster, returned following sick leave.



Seen at the recent testimonial luncheon in Boston in honor of Paramount's John Moore are, left to right, Walter Milliken, city censor; Martin Mullin; Hugh Owen and Moore, and, right, Henri Schawatzberg, American Theatres Corporation, speaking to Moore on the dais. On Moore's left are seen Sam Pinanski and Arthur Lockwood.



Seen recently in the Beacon Hill, Boston, with canvasses of the work of local artists from the Margaret Brown Gallery in the lobby are managing director Sam Richmond and his assistant, Harry Nording, with models Laura Knight, Sherry Lowe, and Scott Briley, who served as receptionists.



Mayor William Celentano recently signed a proclamation declaring "Jimmy Week" in New Haven, and seen with him are co-chairmen James Darby, Paramount and Irving Hillman, Roger Sherman, and "Jimmy Fund" chairman Harry Feinstein, Stanley Warner zone manager.

Mr. and Mrs. I. Leon Schuman, Hartford Theatre Circuit, were elated over the commissioning of their son, Edwin Z., as an ensign in the navy.

Four HTC houses, Colonial, Central Lenox, and Lyric, resumed Saturday kiddie shows.

Myrna Hansen, "Miss United States of 1954," was in to help promote "The All-American," Strand. She autographed records, visited Trinity College, and made appearances at the theatre. The "Miss Universe" contestant proved very popular and was well received.



Harold Saltz, former Philadelphia, sales manager for U-I, was recently promoted to New Haven, branch manager.

New Britain

Attorney Steven Perakos, son of Peter Perakos, Sr., president, Perakos Theatre Associates, was named head of the professional division, Community Chest Campaign.

Middletown

A new operating policy was started at the Middlesex and Capitol by Sal Adorno, Jr., assistant general manager. The Middlesex is now open Wednesdays through Saturdays. The Capitol is now running Sundays through Tuesdays.

South Norwalk

First stereophonic sound equipment at a New England Theatres Circuit house in Connecticut was installed at the Empress, and manager John R. Patno, Jr., used merchant tieups in addition to newspaper promotion.

Waterbury

It's westward bound, come December, for the Joe Dolgins, Pine Drive-In. The couple plan to drive to Los Angeles for a three-month stay.

Massachusetts Greenfield

The Victoria reopened after being closed for physical improvement and re-decoration. Ann Marie Sullivan was named assistant manager.

(Continued on next page)

BOXOFFICE STATEMENTS

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GRAND TOTALS

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"The Robe" Gets Gala Boston Debut

BOSTON — The campaign on 20th-Fox's "The Robe" in CinemaScope, Keith Memorial, as planned by Ben Domingo and Red King, RKO, and Phil Engel, 20th-Fox, pointed toward a gala premiere last night (Oct. 6).

Over 600 special invited guests including Governor Hertner, 20 members of the State House; the mayor, top city officials, newspaper publishers and all department heads, radio and TV managers, a sprinkling of show people, and circuit operators were invited to the first showing, as well as His Excellency, Archbishop Richard J. Cushing, and 20 members of the clergy, as well as the presidents of five colleges.

Sypros Skouras, Charles Einfeld, Arthur Silverstone, 20th-Fox; Sol Schwartz, William K. Howard, Harry Mandell, and Jay Golden, RKO Theatres, and Thomas Crehan were all due in for a press luncheon and interviews at the Ritz Carlton Hotel.

The entire opening night's proceedings were to have been broadcast and televised with WNAC, WVOM, and WVDA in action inside the theatre lobby.

Tieups were made with the Jordan Marsh department store, which agreed to make up one of the most effective window displays in connection with the showing of a motion picture ever undertaken.

This display was shown in the main store in one of the large windows.

A complete display of accessories and material fitted for the gala opening was used.

Many other window displays were obtained, and, in cooperation with the book publishers, 100 cards were made for all book stores and lending libraries in the area.

Each card had an 11 x 14 still inserted in its center, with full credits to theatre and playdate.

In addition, 20,000 book marks were distributed in the main Boston library and all suburban libraries.

The 30 public libraries had displays featuring stills and an announcement card.

Houghton-Mifflin Company agreed that a large ad break on opening day featuring "The Robe," and managers of book sections in department stores were solicited to tie in with the theatre's opening day ad preselling the new edition of the book.

A large set piece was to be on display in the subway concourse, the first time that a display has been prepared in connection with a motion picture.

In addition, the distributor agreed to use 100 cards around subway stands, with full credits on the announcement cards.

The agency handling Lux advertising agreed to run the regular monthly ad on opening day.

Other stunts included a sound truck for street bally; reams of newspaper, radio and TV publicity, some paid for, but mostly promoted; the use of a powerful search light system on opening night



This is "Jimmy Fund" time, and when Mayor John J. Hynes recently urged all of the people of Boston to be as generous as possible, William S. Koster, executive director, Variety Club of New England, and Tom Dowd, traveling secretary, Boston Red Sox, received the mayor's personal contribution.

to illuminate the entire downtown area; the use of models to seat the invited guests; a Bonwit Teller Fashion store special window display similar to the tieup made with the company in New York City; the use of banners on both sides of the 20 trucks of greater Boston distributors tying in with the new edition of the book, and a complete coverage of subway three-sheets, bus cards, and 28-sheet boards.

The lobby of the Keith Memorial had on display a large replica of a Dean Cornwell painting.

This created comment, and a transparent display made with Kodachrome stills, placed in the inner lobby, also created a great deal of comment.

(Continued from preceding page)

North Wilbraham

Safe crackers got \$1,100 in a break-in at the Parkway Drive-In on Route 20. Thomas Millea, part owner, discovered the safe cracking when he opened the drive-in's office.

Springfield

Plans for the disposition of the property at 101 Bridge Street, former location of the Broadway, will not be made until the next meeting of the directors of New England Theatres, Inc. Meanwhile, demolition is under way.

West Springfield

Mr. and Mrs. Harvey Greene, manager and cashier, respectively, for owner David Glass at the Majestic for the past 14 years, resigned.

New Hampshire Claremont

Emil Zurek, manager, Latchis, inserted an ad in the local daily to thank citizens for contributing to the "Jimmy Fund" a total of \$165.58.

Concord

More than 80 tons of scrap paper were collected as a "Jimmy Fund" benefit.

Enfield

William H. Sullivan, Enfield, asked State Police to investigate a series of minor burglaries.



The recent premiere of Paramount's "Little Boy Lost," at the Rivoli, New York City, was sponsored by the Overseas Press Club of America, and among those present were, left, A. W. Schwalberg, president, Paramount Film Distributing Corpor-

ation, and Mrs. Schwalberg; center, Bob Considine, William N. Oatis, J. Clifford Stark, OPC president; Frank Noel, and John Daly. On the right is a scene of the premiere night crowds.

NEWS OF THE

Territory

New York City Crosstown

The Palace, Bronx, will now be operated by the T and N Theatre Corporation.

Uda B. Ross, Westrex Corporation's director for Latin America, returned to his New York office following his review of the operations of Westrex Company, Caribbean, in Venezuela.

Gene Autry played host to 100 youngsters and their parents, winners of a four-week contest held jointly by Skouras Theatres, Madison Square Garden, and Columbia, at a luncheon in the Hotel Vanderbilt and the matinee performance of the rodeo in which Autry stars. The contest, the inspiration of Sid Newman, Skouras representative, who set up the three-way deal with his company, Columbia, and the Garden, attracted wide spread interest.

"Little Fugitive," independent production released by Joseph Burstyn, was

chosen as the "Go See" picture of the month for September-October by the New York Subways Advertising Company.

Cooperating with the school and theatre committee of the New York City Association of Teachers of English, the management of the Booth and MGM are arranging for groups of students to attend matinees to see "Julius Caesar."

Italian film-makers Dino De Laurentis and Carlo Ponti, executive heads Ponti-De Laurentis studios, producers of "Anna" and co-producers of the currently shooting Silvana Mangano-Kirk Douglas "Ulysses," arrived for a week of conferences with top executives of Italian Films Export regarding further deals with American producers.

J. Robert Hoff, executive vice-president, Ballantyne Company, Omaha, was in to see the Ballantyne dealer for this area, M. D. Faige, Norpat Sales, Inc.

Officers of the Motion Picture Theatres Cashiers' Union, Local B-52, were installed. They are Annette Gagnon, president; Margaret Brown, business manager; Betty Stieff, treasurer-financial secretary, and Eva Preuss, sergeant-at-arms.

Box Office Television, which will theatre-televise six of Notre Dame's

football games starting on Oct. 17, used nine spot announcements during WABC's broadcast of the Oklahoma-Notre Dame game to advertise the fact that the Marine, Brooklyn, Prospect, Flushing, and St. James, Ashbury Park, N. J., would carry the Irish schedule in the area.

Dr. Renato Gualino, general director, Italian Films Export, and president IFE Releasing Corporation, arrived from the Fiji Islands on the last lap of a round-the-world flight.

A. W. Schwalberg, president, Paramount Film Distributing Corporation, is serving as dinner chairman for Cinema Lodge B'nai B'rith, for the Joint Defense Appeal dinner that will honor Harry Brandt on Oct. 21 at the Hotel Waldorf-Astoria. Schwalberg is working closely with Max E. Youngstein, dinner chairman JDA's motion picture division.

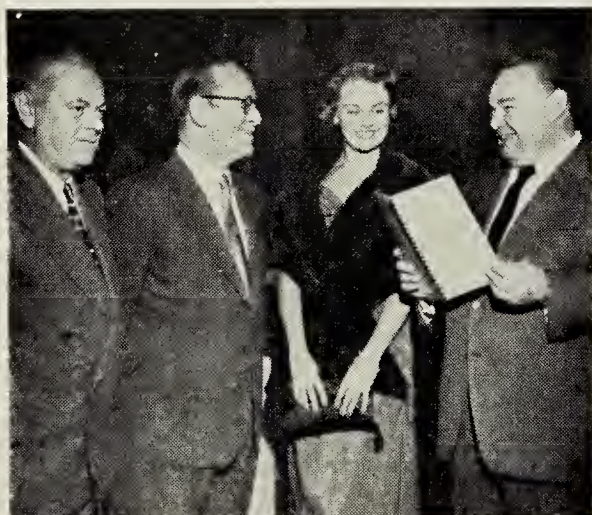
Samuel George Nissenson, 69, father of George Nelson, United Artists publicist, died in the Nustadter Convalescent Home, Yonkers, after a long illness.

The New York, for the past nine years a first-run showcase for westerns, is changing its exhibition policy to present extended first-run engagements of regular "A" films, it was announced by Bernard B. Brandt, owner-operator.

Despite the official ending of the program, exhibitors in New York have continued with the copper salvage drive. Ben Perse, Tent 35, Variety Club of New York, reports that there is still a market and a need for the copper, and has turned over a check for a substantial amount to Chief Barker Ed Lachman for the Variety Club welfare fund. It is said that the supply dealers are willing to continue with this project if the exhibitors will cooperate.



This banner across the main street in Kingston, recently helped Joe Sommers, manager, Kingston, tell townsmen that Columbia's "From Here To Eternity" was coming, the first time in over a year that Sommers was able to talk city officials into giving him permission to use such a banner.



Seen at a recent reception and screening of U-I's "The All-American" for Herman Hickman at Toots Shor's, New York City, were, left to right, James J. Jordan, circuit sales manager, U-I; Charles J. Feldman, U-I general sales manager; Myrna Hansen, "Miss United States," and Hickman.

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ALWAYS ON TIME...
FILMACK
SPECIAL
TRAILERS

CHICAGO:
1327 S. WABASH
NEW YORK:
630 NINTH AVE.

A record total of 40 window displays devoted to 20th CenturyFox's "The Robe" in CinemaScope are on exhibition in leading department, specialty, jewelry and book shops, and ships, airlines, and railroad offices in Manhattan.

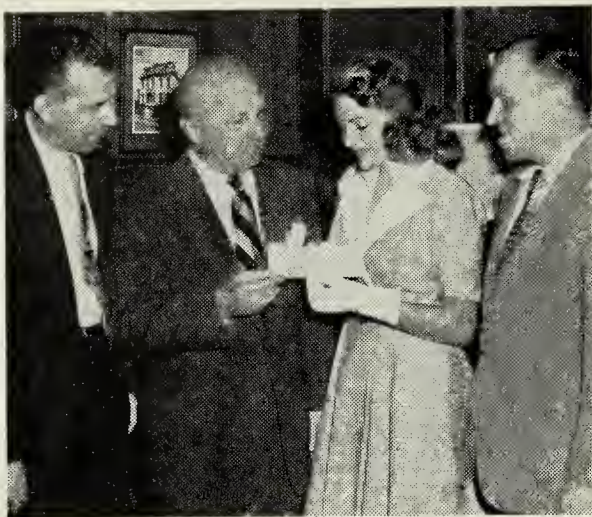
Jean Renoir, internationally famous motion picture director and son of the famous impressionist painter, arrived in New York for two weeks of special conferences and interviews in connection with the late fall American premiere of IFE's, "The Golden Coach."

The New Amsterdam marked its 50th anniversary on Oct. 2 when it reopened as a completely rebuilt film house. The New Amsterdam was built by the late A. L. Erlanger. Its present owner, Max A. Cohen, reequipped the theatre throughout.

His twoscore years in the business on 42nd Street, were marked at a surprise buffet given for Martin Levine, Brandt Theatres executive. More than 50 managers and executives of 42nd Street theatres honored Levine at the luncheon in the Brandt offices. He was presented with a bronze plaque, handed to him by Murray Speier, manager, Apollo, whose 21 years with the Brandt Circuit makes him the oldest manager, in point of service, on the block.

"The Young Caruso," an American-language film, will initiate the New York's new policy of presenting first-run engagements of regular "A" films, it was jointly announced by Brandt Theatres and IFE Releasing Corporation, distributor. "The Young Caruso" will premiere on Columbus Day. In addition, Brandt Theatres announced that it has contracted with IFE for the premiere local engagements of the English-language versions of "The Little World of Don Camillo" and "White Hell of Pitz Palu."

The women's committee, Variety Club Foundation to Combat Epilepsy, honored Sophie Tucker with a cocktail party at the Hotel Piccadilly on the occasion of her 50th anniversary in show business. Mrs. Carmel Myers Schwalberg, wife of the Paramount Distributing Corporation vice-president, presented Miss Tucker with a gold card signifying life membership in the women's committee. The work of the committee in assisting the foundation with its fund-raising and educational program was praised by Miss Tucker, who initiated the drive for funds with her personal check for \$200. Hildegard acted as mistress of ceremonies, and Miss Tucker climaxed the show with her theme, "Some Of These Days." Among others present were: Mrs. Seymour Hesse, Mrs. John W. Alicoate, Mrs. Adele Astaire, Mrs. Louis Elliman, Mrs. Simon Fabian, Mrs. I. J. Fox, Mrs. Jacob Javitz, Miss Anita Loos, Mrs. Leonard Lyons, Mrs. Henry Miller, Mrs. E. K. O'Shea, Mrs. Drew Pearson, Miss Sylvia Porter, Mrs. David Sadowsky, Mrs. Andrew Sokel, Mrs. Spencer Witty, Mrs. Adolph Zukor, Mrs. George Brandt, Mrs. Edward Lachman, and Mrs. Max Youngstein.



Barney Balaban, president, Paramount Pictures, recently purchased from Nicole Maurey, Bing Crosby's leading lady in "Little Boy Lost," tickets to the Overseas Press Club benefit premiere at New York's Rivoli as George Seaton, left, co-producer, and Hal Boyle, OPC official, looked on approvingly.



Victor Mature, who stars in 20th-Fox's "The Robe" in CinemaScope, recently arrived in New York from Hollywood en route to Europe.

Walter Reade Theatres and Schwarz Theatres, California, announced that the Bridge, San Francisco, will become a joint operation of the two organizations. The announcement was made simultaneously in New York City by Walter Reade, Jr., president, Walter Reade Theatres, and in San Francisco by Maury A. Schwarz, president, Schwarz Theatres. The Bridge, a 400-seat deluxe theatre, will become an additional link in a new circuit of theatres specializing in playing film fare imported from abroad and selected product from Hollywood's studios. Continental Distributors, Inc., associated with the Reade organization, will be one of the outstanding suppliers of films for the new specialized circuit.

Paula Gould, Loew's Theatres publicity staff, left Flower Hospital following a checkup.

Milton Krims, director of "Crossed Swords," in Pathecolor, planed from Italy to confer with United Artists executives.

Arthur B. Krim, president, United Artists, flew to the coast on a 10-day business trip to confer with producers.

Leo F. Samuels, world-wide sales supervisor; Irving H. Ludwig, domestic sales supervisor, and Charles Levy, eastern publicity director, returned from a two-week business meeting at the Walt Disney studio, Burbank, Cal. . . .



Manny "Speed" Kroman, manager, New York's Mayfair, in cooperation with Paramount, recently used this stunt to mark the opening of Paramount's "The Caddy." Pro golf champ Al Brosch, in sport shirt, is seen giving a patron a lesson in swinging a club in the lobby. A "model" caddy looks on.



John Cusack, left, manager, Astor, New York City, and Don Taylor, star, Paramount's "Stalag 17," recently greeted the 250,000th patron.

Sid Kramer, RKO short subjects sales manager, returned from Los Angeles.

Ben Halpern, assistant to United Artists' director of foreign publicity, Samuel Cohen, returned to the New York home office from a vacation.

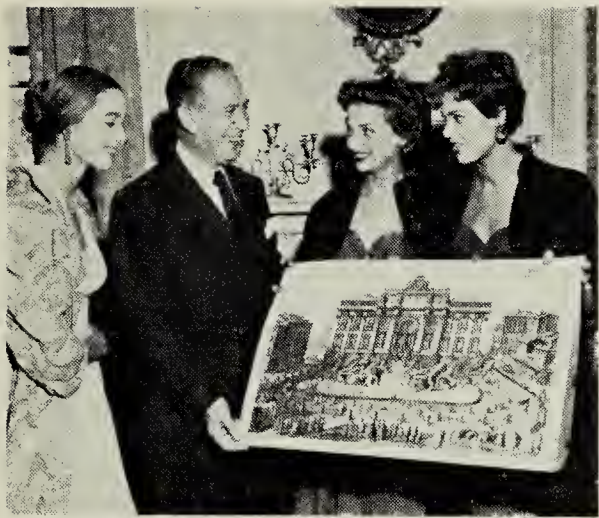
ASSOCIATED PRUDENTIAL — Lenard Schultzsinger, accounting department, is leaving to go into the army . . . The new switchboard operator is Frieda Weiner.

SKOURAS THEATRES—Birthday congrats went to Ben Nuzzo, booking department . . . Helen Hellen, accounts payable department, returned from a motor tour to California. . . . Mabel Scharff was vacationing.

BRANDT CIRCUIT—New faces include Natalie Marmelstein, biller, and Marilyn Cohen, biller . . . Ruth Meyer, secretary to Dan Ponticelle, was visiting Canada . . . Ben Drexler, Sid Pearl, and Dan Ponticelle are polishing up their cars to avoid using subway tokens.

New Jersey Asbury Park

Robert Hynes, city manager, Walter Reade Theatres, has been elected to the board of directors, Chamber of Commerce. Hynes, entertainment chairman for the Chamber's annual "Cavalcade of Progress" last winter, was elected to fill a vacancy. Hynes has been city manager for two years.



Three of Italy's models, Elsa, Iris, and Luisa, recently presented New York's Mayor Impellitteri with a 300-year-old engraving by Italian artist Piranesi on the occasion of the city's tercentenary celebration. From the Italian film industry, the gift was presented by the beauties, on a nationwide tour with Italian couturiere Fontana and her fall collection in conjunction with IFE's "Three Girls From Rome."

Newark

Stanley Warner theatres in the zone are entering the fourth week of the "Prize Salute to Star Showmen" campaign with the Montauk, Passaic, N. J., in top place. The Globe will close to be completely redecorated and renovated, and will reopen as an art house.

Miss Eleanor Bennett, secretary, Stanley Warner contact department, returned from a vacation. . . . Freeman, the hypnotist, made a personal appearance at the Cranford, Cranford, N. J.

During October, the merchants of Bayonne, N. J., will sponsor "Nites of Awards." Free coupons will be given away with every purchase made, and prizes will be awarded from the stage of the DeWitt. . . . "Mr. Zero," Hollywood Candy Company, will make a personal appearance from several circuit house stages during October. There will be prizes and autographed pictures.

New York State Albany

A theatre television broadcasting company and a television fight company have each been authorized to conduct business in New York City. Theatre Television Associates, Inc. is empowered to carry on activities, with capital stock of 250 shares, no par. Incorporators are Alan D. Marcus, Richard H. Wels, and Ray Eydenberg. Television Fights Incorporated has capital stock of 200 shares, no par value. Fitelson and Mayers are its attorneys.

Fabian officials, analyzing the telecast of the Marciano-La Starza championship bout before a capacity audience of 1500 in the Grand, expressed satisfaction with the quality of the picture projected on the screen, the objectivity of the commentary by Bill Corum, the character and behavior of attendees, and profit at \$3.60 scale, and the smooth operation of Paul Wallen's staff. The manager had some assistance from Fabian personnel, Phil Rapp, Joe Saperstein, and George Lourinia, to

"Menace" Decision Expected in Nov.

ALBANY — The Appellate Division, which on Sept. 22 heard a 40-minute argument during which the action of the Board of Regents in refusing to license "Teen Age Menace" on the ground the narcotic addiction picture would "tend to corrupt morals" and would "incite to crime," was the target of a blistering attack by Philip F. Barbanell, New York, attorney for Broadway Angels, Inc., and was the focal point of a terse defense by Dr. Charles A. Brind, Jr., counsel for the Regents and the State Commissioner of Education, is expected to announce a decision on Nov. 9.

Aside from listening to a forensic presentation of the case against the Regents' ruling by Barbanell, and the reply for it by Dr. Brind, the five justices will study the 65-page record, of a 40-page brief by Barbanell, and a six-page brief by Dr. Brind.

Two of the Appellate jurists, Philip Halpern, Buffalo, and Daniel F. Imbrie, Glens Falls, had not participated in that court's last consideration of censorship, "La Ronde." Justice Christopher F. Heffernan, one of three-man majority upholding the state licensing law in that case, has retired because of age. Justice O. Byron Brewster, who, with presiding Justice Sydney F. Foster, dissented, subsequently left the court, due to serious illness. Justice Francis Bergan, Albany, and Justice William H. Coon, Cortland, the other two in the "La Ronde" majority, sat in "Teen Age Menace," too.

Justices Foster and Bergan emphasized to Barbanell that his arguments about the unconstitutionality of censorship—on the basis of the U. S. Supreme Court decision in "The Miracle"—were not germane; that the Court of Appeals had ruled last June in "La Ronde" the state statute was constitutional so far as barring a picture on the ground it was "immoral and would tend to corrupt morals."

Both men pointed out that the Appellate Division was bound to follow that ruling. Justice Foster remarked, several times, that no other course was possible "unless you wish us to say that the Court of Appeals was wrong." He suggested that Barbanell take up the argument about the invalidity of the law with that tribunal, if and when "Teen Age Menace" reached it. The New York lawyer said he would, but insisted he would be "remiss" in his duty if he did not plead with "this court" to "strike" the statute. He termed censorship "totalitarian, Iron Curtain and thought control"; called the state's law "cursed." Here Barbanell quoted the late Benjamin N. Cardozo, once chief judge of the New York State Court of Appeals and later an associate justice of the United States Supreme Court, as

name three. Edward L. Fabian, roving zone manager and son of S. H. Fabian, came from New York for the big night. Division manager Saul J. Ullman also

(Continued on next page)

declaring in his book, "The Paradoxes of Legal Science," that "What is true of restrictions upon printing must be true of other restrictions upon the movement of ideas. They are all condemned by the same curse."

Dr. Brind, in his brief and in his oral argument, made no direct mention of the constitutionality of censorship. He stated that the Regents' action was legal, valid, fair, and in the public interest; "Teen Age Menace" was "the most dangerous" picture of its type the board had ever seen; it was educational, but totally in the wrong direction. Why this? Because the film demonstrated "how properly to smoke marihuana cigarettes, and how to 'skin pop' heroin, set forth that the use of heroin through such administering technique was 'not serious,' and showed 'the unharmed survival of the 'teen age' criminal, who induced the others to become addicted to these drugs.'"

He had, continued Dr. Brind, learned things from "Teen Age Menace" of which he never was aware, and "bet" that the Appellate Division justices had also learned them, what "main line" and "skin pop" meant, how they were employed, and what were their effects. The Regents' counsel declared that the picture did not teach the evils of narcotic addiction, and that its exhibition would merely stimulate curiosity about the subject, among teen-agers.

He pointed out that U. S. Commissioner of Narcotics H. J. Anslinger had repeatedly expressed opposition to public screening of such films on this ground. The State Health Department and "other interested agencies" took the same position. In his brief, Dr. Brind argued that exhibition of "Teen Age Menace" would violate the state's penal and health laws. In court, he laid stress upon the fact the industry's Production Code banned pictures dealing with the subject of narcotics.

Subscribers to the Code, "all the major companies," recognized "the danger," he contended. To show "Teen Age Menace" before mass audiences ranging from "the moron to the genius and from children to the aged" would be unwise, even perilous, Dr. Brind claimed.

Barbanell insisted, on the other hand, that the Regents' action was "arbitrary and capricious," and that it was unsound in fact and law, and that in no sense could the picture be considered "immoral"—its story and dialog were without a trace of the indecent or the innuendo.

Condemning the "hush hush policy" on such addiction, Barbanell quoted Dr. Clare C. Baldwin, assistant superintendent of schools in New York City, as saying that "The time for a direct educational assault on this problem has come." The petitioner's attorney quoted extensively, via the brief, from a book, "Narcotics U. S. A."

The picture had been shown, that morning, to the judges and counsel on both sides, 17 in all, at the Stanley Warner Delaware. Manager John Brousseau, who, by coincidence, was serving on a jury in the Albany County Court House the same day, was at the theatre and in the Appellate Division.

Albany*(Continued from preceding page)*

was present, as were his sons, Irwin and Simon. Branch managers Jack Goldberg, Metro, and Arthur J. Newman, Republic, represented Film Row. Variety Club lay members Alton Mendelson and George Greene. First Trust Company President Ed Rooney, and his aide, vice-president Jim Hughes, and Fabian construction engineer Fred Haas also were noted in the crowd. Ditto, George Schenck, Tri-State Automatic Candy Corporation branch manager; Jack Hamilton, Berlo Vending area manager; Woodrow Campbell, ABC Vending manager, and Strand manager A. C. La Flamme, in for a brief look. One of the Internal Revenue agents at the door was Harold Flynn, husband of Mary Flynn, booker for Upstate Theatres, Inc.

Buffalo

John P. Byrne, MGM eastern sales manager, was in visiting. . . . Joe Leboworth was in from 20th-Fox home office to work with Eddie Meade Shea's publicity and advertising director on "The Robe." Among the highlights were the complete cooperation from the public schools, Catholic schools and churches, and 400 Protestant churches affiliated with the Buffalo Council of Churches. There also were displays in 17 branch libraries, a Crucifixion in Art display in the lobby of Shea's Buffalo through the cooperation of the Albright Art Gallery, merchant window displays and co-op. ads, and a flash front including pennants, banners, valances, etc.

An extensive campaign for "Melba," Shea's Buffalo, was staged by Colonel Bill Shirley, UA exploitation representative, and Eddie Meade, Shea's publicity and advertising director, with a special screening for critics, music dealers, and radio disc jockeys. A direct mailing to 5000 music lovers and street sampling of Old London Melba toast and cheese sandwiches were also featured.

Betty Kaye, MGM booker, was on the sick list. . . . Thomas Hanifin, former manager of the Riviera, Binghamton, has been appointed district manager for Comerford Theatres, succeeding John P. O'Leary, resigned. Fred DeRado, former manager, Strand, Binghamton, has replaced Hanifin as manager, Riviera.

Robert T. Murphy, general manager, Century, for "Mighty Joe Young," made a tieup with the NuWay stores through which free masks were given to customers.

Francis C. Kennedy, manager, Dipson's Bailey, was married to Genevieve Mary Pietrylo, Batavia, a former employee of the Dipson main office staff.

Ed Deberry, Paramount branch manager, and Mike Jusko and Frank Saviola, salesmen, attended the testimonial dinner in Boston in honor of John Moore, new assistant division manager. . . . George H. Mackenna, general manager, Lafayette, introduced his new wide-screen, made by the Glowmeter Corporation, with "From Here To Eternity."

EYEING THE**Exchanges**

NEW YORK—C. Bruce Newbery, Republic's director of sales, announced the appointment of Joseph Wohl as New York branch manager. He had been assistant branch manager.

BONDED—Shipper John Hogan was on vacation in New Jersey. . . . Also heading vacationward was Tony Tomacci, night film inspector. . . . Night inspector Herman Friedman returned. . . . Inspector Minnie Cohen became a grandmother for the fourth time.

UNITED ARTISTS—Clerk June Hill and her cousin, Carol Ehmer, Rugoff and Becker, organized a ladies bowling team for the Sheepshead Bay area. . . . An office facelifting job will provide permanent partitions. . . . Booker's assistant, Harriet Handler took a leave of absence to visit her fiance at Camp Gordon, Ga. . . . Booker's assistant Lillibeth Miranda has been assisting bookers Calvin Young and Buddy Muchnick at lunch time with homemade cookies.

MGM—Marvin Rochell is back from his Vermont vacation as boxoffice statement clerk. . . . Shipper Carman George added another year. . . . Back from vacation was print booker Herman Garris.

U-I—Hank Feinstein, brother of print booker Dick Feinstein and formerly with Allied Artists, is now stationed in Cuba with the navy. . . . Office manager Leo Simon was off on vacation. . . . Albert Quaedvlieg, from Brussels, Belgium, was in Canada on vacation. . . . Donald Schwartz, print booker, was back after a vacation.

REPUBLIC — Joseph Wohl, branch manager, attended conferences at the home office. . . . Jarard Millan, 16mm. salesman, was back from his upstate trip.

COLUMBIA—Office assistant Ronald Sabella left to go back to school. . . . The office had a party for birthdays of biller Gertie Englander and IBM operator Lorraine Staton. . . . Some of the office superlatives include: prettiest girl—switchboard operator Swanee Jacobsen; handsomest man—office manager Ted Falgiatore; strongest cigars—booker Dave Jacobs; best jokes—booker Marty Perlberg and salesman Moe Fraum, and liveliest typist—Frances Taylor.

Mackenna announced that "Eternity" holds the theatre's attendance championship with a \$34,000 week. . . . Arthur Krolick, district manager, AB-PT, urged one and all in an eloquent advertisement to see "From Here To Eternity."

Paramount introduced Nicole Maurey at a cocktail party at the Statler in celebration of her appearance at the Center in "Little Boy Lost."

J. Robert Hoff, executive vice-president, Ballantyne Company, visited Perkins Theatre Supply.

ALLIED ARTISTS—Sina Turriss, newly wed secretary to the branch head, and husband became the parents of a new car.

WARNERS—The army's 16mm. film department has moved into new offices in the Warner building. . . . Erma Jones, booking clerk, was ill. . . . Night film inspector Harry Berstein has taken a leave of absence. . . . Saddle Trager, inspectress, will remain in the film room.

PARAMOUNT—The office people had a letter from former booker Harvey Epstein, now serving with the army at Camp Gordon, Ga., in the signal corps. . . . Booker Kitty Flynn was on a vacation. . . . Booker's assistant George Casiano was on the sick list.

20TH-FOX—On display are copies of comments on "The Robe." . . . Print booker Bill Tavernise stashed away another year. . . . Birthday congrats also went to bookkeeping machine operator Dorothy Slopah. . . . Secretary Ann Jones' father was recovering at a New Jersey hospital. . . . All the employees were invited to a special screening of "The Robe." . . . While switchboard operator Ruth Bechtold was on vacation, the substitute voice was that of Alice Schwartz.

RKO — Angie Mazzei, assistant cashier, was ill. . . . Clerk Joan Kucera resigned. . . . Former employee Sandy Freilich is now a dance instructor at the Fred Astaire studios.

RAMBLING 'ROUND—The Colosseum elected delegates for the annual convention in New Orleans. . . . Representatives of B-51 met with distributors. . . . Realart booker Ben Levine will be spending his vacation serving on a jury. . . . George Waldman, Jersey franchise owner for Realart, was on a vacation cruise. . . . Realart executive Al Broder was back. . . . Sarah Schenendorf, assistant booker, Favorite, spent a weekend in New Jersey with Shirley Spiegel, NNS. . . . Gloria Korn, booker, Favorite, got rave reviews for her appearance in the Booker's Club film. . . . Charlotte Goldston, booker at Famous, became Mrs. Irving Fleiss. He is an art dealer. . . . The Rivoli is getting a lot of attention with its art exhibit, the work of Edward C. Caswell. Montague Salmon, managing director, arranged for it. . . . Martin Shapiro, son of the Paramount's Bob Shapiro, executive manager, is now a student at Syracuse University.

—J. A. D.

Morry Slotnick, Cinema, Rochester, was in.

—NEDRA GRAY

Rye

The annual Entertainment Industry Golf Tournament, sponsored by the Variety Club of New York at the Westchester Country Club, drew a capacity turnout of 200 golfers, representing the motion picture, broadcasting, and allied industries. A tennis tournament was also a highlight of the day, and prizes were awarded to the winners.

NEWS OF THE

Territory

Philadelphia
Crosstown

The office of Melvin Fox, independent circuit owner, announced that Edward Singer was no longer associated with it.

Theatres in the area cooperated yesterday (Oct. 6) in a statewide civil defense test in which an atomic attack was simulated. Operation was continued during the alert, but programs were interrupted to announce that the test was in progress. Several theatres were listed by civil defense authorities as destroyed or damaged by the simulated blast, and the exhibitors were asked to cooperate with police and fire officials.

SW will reopen the Ogontz on Oct. 10. The circuit was also reported getting several other neighborhood houses, including the Lindy, ready for reopenings. . . . RKO will hold a sneak preview of "Marry Me Again" at the SW Logan on Oct. 9.

Vine Street

William Z. Porter, Allied Artists' home office field representative, was in.

Melvin Fox, who operates many theatres in the area, returned from a tour of Europe with Mrs. Fox. . . . Pete Dana, U-I division manager, was in to help new U-I branch head Ed Heiber and sales manager Earle W. Sweigert get started.

Florence Weiner, Allied Artists booker, was back after suffering from an infected sinus. . . . John Ehrlich, Republic booker, was on the sick list. . . . John Daly, Warner booker, was on vacation.

Marion Kleckner, Warner inspectress, was spending her time off touring through the south. . . . Shep Bloom, 20th-Fox city salesman, became the proud father of his first child, Mark David, after 11 years. The baby weighed six pounds, 11 ounces, at Einstein Medical Center, Northern Division. . . . Anna Creel, 20th-Fox biller, was recuperating from hospitalization. . . . Herman Goldberg, Warners' purchasing department, was in.

Progressive Electric Construction Company had the contract for all electrical work in connection with conversion of the Boyd to Cinerama, and Paramount Decorating Company also had a big contract for the job. "This Is Cinerama" bowed in this week.

Max Miller, UA publicist, has been in Atlantic City, N. J., since returning from his vacation, working on "Sabre Jet." . . . The industry was invited to attend the unveiling in Roosevelt Cemetery of the stone at the grave of the late Allen Lewis on Oct. 18 at 11 a. m.

Ed Gallner, MGM area publicity representative, advises that "The deadline

Eastern Pa. Allied
Asks Standardization

PHILADELPHIA—At the regular meeting of the board of governors of Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., a resolution was unanimously adopted condemning the "confusion deliberately created by those responsible for the equipment muddle; demanding that the screen size be standardized immediately on a ratio of 2:1 for all types of wide-screen product including the anamorphic process inasmuch as this ratio would be most suitable for the vast majority of indoor and drive-in theatres now in existence; demanding the immediate standardization of the sound production and reproduction system, and authorizing the group's president to take such steps as he deems advisable to secure the objectives of this resolution."

on campaign entries in the 'Lucky 7' contest do not allow sufficient time for exhibitors to do a real job. For this reason, the deadline for submitting such entries on 'Mogambo,' 'Take The High Ground,' and 'Torch Song' have been extended for two weeks."

District of Columbia
Washington

J. Robert Hoff, executive vice-president, Ballantyne Company, Omaha, was in for conferences with R and S Theatre Supply. He also discussed with his attorneys patents on Ballantyne Dub'l-Cone in-a-car speakers and the 4-

Philly Trade
Fetes WB Execs

PHILADELPHIA—About 175 industry-ites turned out at the Warwick Hotel for the testimonial dinner the Motion Picture Associates tendered Warners' William G. Mansell and Charles M. Beilan in honor of their recent promotions. Mansell, now district manager, and Beilan, now branch manager, were gifted with monogrammed, gold cuff links.

Among those from out-of-town were Jules Lapidus, WB eastern sales chief; Warners' attorney Howard Levinson, Warners' exchange supervisor Bernie Goodman, and Max Fellerman, AB-PT buyer-booker. Also on hand were many prominent upstate and New Jersey theatremen as well as most local exchange branch heads and a goodly number of exhibitors.

Rev. Howard B. Lawton delivered the invocation; and Albert M. Cohen was toastmaster.

Runner Magnetic Soundhead and an entire new piece of equipment, Ballantyne In-A-Car Heater.

Orville Crouch, Loew's eastern division manager, announced several new assignments in the Loew's Theatres managerial setup. Allan Zee, manager-producer, Capitol, returned to New York to get a new managerial post. Joe Margolis, manager, Palace, replaced Zee at the Capitol. Orangelo J. Ratto, on limited duty because of illness, returned

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Seen at the recent gala premiere of 20th-Fox's first CinemaScope production "The Robe," at the Fox, Philadelphia, are, in the usual left to right, top to bottom order, Monsignor Edward M. Reilly; Alex Harrison, 20th-Fox homeoffice representative; Ben Rosenberg, Penn-Paramount Theatres, and C. Glenn Norris, 20th-Fox Atlantic division manager; Moe Margoline, Chester, Pa.; Sam Diamond, 20th-Fox Philadelphia branch manager; Harold Hirshberg, Bethlehem, Pa., and Her-

man Hirschorn 20th-Fox Philadelphia sales manager; Dave Milgram, independent circuit owner; Norris; Mel Koff, Glenside, Pa., and Harrison; Diamond; Hal Marshall, 20th-Fox publicity representative; Herbert M. Miller, EXHIBITOR editor, and Richard Doherty, 20th-Fox Philadelphia office manager; crowds lining the streets prior to the opening, and a banner of welcome from Philadelphia to "The Robe" and CinemaScope.

to the Palace. Kermit Allum, assistant manager, Capitol, was promoted to manager, Loew's, Evansville, Ind.

Spyros P. Skouras, president, 20th-Fox, was in for the opening of "The Robe" at the Capitol, a brilliant high social event to which 300 high government officials, ambassadors, their staffs, and notables from Washington society were invited. On Skouras' agenda was a luncheon press conference with 50 editors and publishers.

Victor J. Orsinger, Chief Barker, Variety Club, was advised by the Medical Society of the District of Columbia that the club would receive the John Benjamin Nichols Award for its outstanding contributions to the betterment of health in the Washington community. The committee on public information of the medical society chose the Variety Club for this award by unanimous vote. Presentation was made at the Statler Hotel at a luncheon in connection with the opening day ceremonies of the 24th Annual Scientific Assembly.

John Turner, UA district manager, held a sales meeting with branch manager Art Levy and salesmen Bud Rose, Eddie Fontaine, and Bill Michelson.

The film colony mourned the death of Lynn Flowers, New Rex, Berkley, Va., a pioneer in this territory. . . . Bill Freidman, Glymont, Indianhead, Md., visited with his family in New York City. . . . Paul Owens, Super 40 Drive-In Cumberland, Md., was in accompanied by Mrs. Owens.

Tom Halligan spent a couple of days setting in future bookings for his Williamsburg, Williamsburg, Va. . . . Oscar Kantor, Warner salesman, week-ended with his family in New York. . . . George Wheeler, District Theatres head booker, was on a trip to Richmond and Petersburg, Va., discussing future bookings.

Grace Fisher, who took over Maryland, Cumberland, Md., visited the various branch managers. . . . Laynie Payne and T. I. Martin, Pitts Circuit executives, met with Johnny Broumas, and were later joined by Roy Richardson, Suffolk, Va.

COLUMBIA — Louis Astor, home office executive, visited division manager Sam Galanty, and later flew with Galanty to Pittsburgh for huddles with branch manager Jack Judd. . . . Lillian Levy, biller, had a wisdom tooth yanked. . . . Happy birthday went to salesman Marty Kutner. . . . Ethel Putman, head inspectress, was vacationing. . . . Elmer Moore, head booker, was taking instruction in first aid, as he is in the ambulance corps of the Forestville, Md., Volunteer Fire Department. . . . George Hauptert, home office representative, is making an audit at the exchange.

Ike Weiner, Waldorf, Waldorf, Md., is convalescing in a Philadelphia hospital. Mrs. Weiner is in Philadelphia at his bedside.

U-I — Branch manager Joe Gins was in Richmond, Va., visiting Sam Bendheim, Neighborhood Theatre Inc. . . . Myrtle Freese, PBX operator, was on vacation. . . . Bert Friedman, head

booker, moved to his new apartment on Connecticut Avenue. . . . Salesman Jack Benson was on a trip through the Clinch Valley. . . . F. T. Murray, manager of branch operations, visited. . . . Ruth Mountjoy is the new booker's secretary. . . . Work started on the new exchange, and it should be completed in January. . . . Nate Shorr, booker, attended the wedding of his sister, Pauline, at the 2400 Hotel.

METRO — Leonard Hirsch, home office contract department, visited with branch manager Herb Bennin. . . . Alfred Clark, husband of inspectress Alice Clark, died. . . . Rose Furr, inspectress, returned after being ill. . . . The entire office is thrilled over "Torch Song" and "Kiss Me Kate."

Seen booking were Henry Hornstein, Carver Playhouse, Baltimore, Md.; George Walker, Garman Circuit, Baltimore; Cecil Houcke, Stockade, Williamsburg, Va.; Sam Mellits, Dentonia, Denton, Md.; Jack Levine, Irvington, Baltimore, and Leo McCreavey, Rome Circuit, Baltimore.

—FREDDIE S.

Delaware Wilmington

The Kerry Drive-In was the first opener in the area to close for the season. . . . Edgar J. Doob, manager, Loew's Aldine, announced that Ray C. VanHouten, formerly of the Boyd, Chester, Pa., is the new assistant manager. . . . Henry L. Sholly, EXHIBITOR correspondent, and Pietro dalGesso, Rialto, attended the Philadelphia premiere of "The Robe."

—H. L. S.



Among those seen at the testimonial dinner at the Warwick Hotel, Philadelphia, given in honor of the recent promotions of Warners' William Mansell and Charles Beilan, by the Motion Picture Associates were, in the usual top to bottom, left to right, order: Sidney Samuelson, Ulrik Smith, Mansell, Ben Rosenberg, Beilan, Lou Formato, and Max Fellerman; Howard

Minsky, Beilan, Mansell, and Ralph Pries; Mansell, Guy Hunt, and Beilan; John Turner, Mansell, Ted Schlanger, Lewen Pizor, Beilan, and Jay Emanuel, EXHIBITOR publisher; Emanuel, Jules Lapidus, Byron Linn, Mansell, and Fellerman, Mansell, Charles Zagrans, Beilan, and Smith, all enjoying themselves.

**Maryland
Baltimore**

A west coast bank robber was shot to death, and two FBI agents were seriously wounded in a gun battle on the mezzanine of the Town, where the bandit was trapped in a telephone booth at the head of the stairs in a recess between two rest rooms. The film playing was "I, The Jury," and the audience watching it downstairs was undisturbed, although several thought they heard shots.

The 500-seat Cameo has been reopened by Fred Perry, who operates several other houses here. . . . The Variety Guild, ladies auxiliary, Variety Club, resumed meetings with a complimentary luncheon given to all Barkerettes whose husbands are members. Plans were discussed for the third annual card party.

Donald Kirkley has been relieved of his duties as film critic for The Baltimore Sun, a post he filled for approximately 25 years. He will write a television column. His successor has not been named.

John Alderson resigned as manager, Centre, to enter the commercial field. . . . Owen Schnapt, Century manager, is back from a vacation. . . . Stanley Baker, general manager, Hicks Theatres, returned from a motor trip.

Richard Dizon, Hippodrome assistant, helped chase an auto thief who was captured, convicted, and sentenced to six months. . . . Isador M. Rappaport, Town, Little, and Hipp owner, was in New York and Atlantic City.

Bob Kantor closed his Astor, and the property is up for sale.

—G. B.

Cumberland

The lease of the Allegany Theatre Corporation on the Maryland was terminated Sept. 22 when Grace M. Fisher, who owns the building housing the theatre, purchased all the equipment for \$10,500. Mrs. Fisher bid on the goods and chattel of the theatre at a sale conducted by Constable Harold D. Brooks. The sale was ordered after Mrs. Fisher obtained a writ of distress in Trial Magistrate's Court claiming that the corporation was some \$13,000 in arrears in its rental. "I am now the sole owner of the Maryland," Mrs. Fisher announced. "I will close it temporarily for repairs. It will be reopened at an early date." Meanwhile, yet another legal action has been started against the Allegany Theatre Corporation in Allegany County Circuit Court, where Mrs. Lena Kauffman asks that the court appoint a receiver for the assets of the corporation. Mrs. Kauffman states in her equity suit that the corporation owes her \$5,050. She owns the building which housed the now closed Embassy. The Allegany Theatre Corporation closed this theatre at the end of May, 1953.

Leonardtwn

"Roar Of The Crowd," Park, Lexington Park, Md., was plugged on a large four-cornered sign in the back of a truck towing a stock car on display at the County Fair grounds. It also was tied in with the big week end stock car races. Rigged up by manager T. H. Harrison, Jr., and his assistant, Ray-

mond Hall, the bally also appeared in the St. Mary's County Fair parade.

**Pennsylvania
Allentown**

The annual Allentown Fair scheduled a revue, entitled "Movieland, U.S.A.," as one of its feature events. It depicted the growth of the industry from the "roaring 20's" to the present. The fair staged the revue in an 80 by 90 foot tent.

Fabian Theatres city manager Ward B. Kreag and Mrs. Kreag left on their annual vacation trip.

Albert Moffa, 19th Street, is presenting to each man, woman, and child with an adult ticket one of the 12 volumes of encyclopedias and dictionary, on payment of a 50 cent service charge.

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Lutherans and members of many other faiths crowded into the Rialto to see "Martin Luther." During the big engagement, exhibits of Lutheran books in bookstores and the Allentown Free Public Library were arranged by the Rev. Albert Keller, pastor, St. John's Evangelical Lutheran Church, and the Rev. Richard Hoffert, pastor, Lutheran Church of the Redeemer. The former heads a committee of ministers promoting the film, and Earl Arnold, Fabian Rialto manager, was impressed with the manner in which the film attracted the youth groups as well as adults. He stated 231 churches cooperated.

The Lehigh County jury, sitting in the trial of Benjamin Casamassa on a charge of conspiracy, returned a verdict of not guilty. The nine men and three women for several hours had deliberated the question of whether Casamassa conspired in the theft of \$1,365.65 of funds belonging to the Boulevard Drive-In on April 25. Casamassa's employer, David E. Milgram, testified that in his opinion the defendant's "honesty and integrity are beyond reproach." He added that since the theft of the money from Casamassa as he was about to deposit it in the Merchants National Bank Branch depository at Ridge Avenue and Tilghman Street, near the theatre, Casamassa has been given a salary increase. In answer to a question by attorney Theodore Gardner, who, with attorney John M. Metzger, was counsel for Casamassa, Milgram said that his employes have been advised not to offer resistance in the event of a holdup "since health and life are worth more than money." Milgram operates a circuit of which the Boulevard Drive-In is a part.

—M. S.

Harrisburg

Drive-in operator Thomas M. Kerrigan, in a letter to State Police Commissioner Colonel C. C. Wilhelm, stated that open-airers throughout the area were being plagued by thieves who steal speakers. His theatre has lost 107 speakers since it opened in March. Troopers patrolling highways have been alerted to look for cars equipped with the stolen speakers as many are believed to be used as extensions on car radios.

E. C. Wollaston, manager, State, took part in a fund-raising campaign staged by the Harrisburg Exchange Club. . . . Charles T. Gill replaced John Richardson, State.

Lancaster

The Lancaster Sunday News, in an unusual editorial on its amusement page, called attention to the poor business being done at the Grand by "Martin Luther." The film was termed "magnificent" in the editorial, which bemoaned the fact that the film would be forced to bow out early, making room for "something with more sex and murder, starring people with a higher divorce rate and names which are more familiar to readers of movie magazines." The editorial emphasized the one fact that critical praise had been heaped on the film everywhere it played, and

professed not to understand why the district's large Protestant population did not attend the Grand's showings, particularly since "Martin Luther" was being supported by the Lancaster Council of Churches. In conclusion, it was stated, "This will be the puzzled obituary on a great motion picture which should have been playing to overflow houses in this predominantly church-going community." (The editorial is initialed R.C.S.)

Lebanon

Walter Finch has taken over the Capitol. Tri-State Buying and Booking Service, Philadelphia, will service.

Middletown

H. Douglas Carpenter resigned as manager, Elks, after 22 years in the industry to accept the position of acting postmaster pending Senate approval of permanent appointment. He had assumed management of the Elks when the house was acquired by the Chertoff Circuit. Carpenter was succeeded by Benjamin J. Viselli, Middletown resident.

Reading

Local exhibitors are interested in the plan for a proposed legitimate theatre to serve Berks, Chester and Montgomery counties at Lakeside Inn, five miles east of Pottstown, Pa. The house is to operate all the year around.

Increases of approximately 50 per cent in all real estate assessments for city and county taxes have been announced on all business properties here, including theatres. This move, part of a so-called "equalization" plan affecting all properties in city and county, is supposed to be followed by a 50 per cent reduction in tax rates for 1954, but the feeling prevails in many quarters that tax-levying bodies will take advantage of the situation and make only comparatively small cuts in the city, county, and school tax levies for 1954. This problem, which has created a furor in every city ward and in every borough and township, is expected to be a serious one for many property owners, as the 50 per cent assessment or valuation increase could increase taxes on each of many central located city properties by thousands of dollars.

The Rajah is being readied for the opening of the orchestra and concert season. Cornelius G. Keeney, former manager, will have charge of the house at each of these bookings as representative of Rajah Temple, owner of the theatre.

Walter Finch will take over the Plaza with Tri-State Buying and Booking Service servicing as of Nov. 21.

Scranton

Jack McClosky, manager, Rialto, and Louis Stassi, manager, Holland, Old Forge, Pa., borrowing the idea of the student patrol system of schools, selected the more aggressive youngsters of their respective vicinities, and are using these boys and girls to act as monitors in charge of the kiddie matinees, thus directing a great deal of energy into constructive channels.

TRADE SCREENINGS

PHILADELPHIA

MGM (Tower) Oct. 16, 2:30, "All The Brothers Were Valiant" (Robert Taylor, Stewart Granger, Ann Blyth) (Technicolor); 26, 2:30, "Kiss Me Kate" (Kathryn Grayson, Howard Keel, Ann Miller) (Anso Color) (Print by Technicolor) (3-D and 2-D).

Manager Paul Tigue, Westside, enlisted the services of the student patrol boys to distribute bookmarks on "Arrowhead."

Rev. Richard Grady, S. J. faculty member, University of Scranton, and author of "Angels in the Outfield," was the principal speaker at the membership kickoff meeting of the Knights of Columbus. . . . Robert Murrin, Comerford, who relieved at the Tioga, Owego, N. Y., while Mary Rundell was on vacation, was temporarily replaced by Danny McCarty, Westside. . . . Marie Barber and Mary Price, accounting department, Comerford Circuit, were on vacation. . . . Manager Bud Irwin, Comerford, took over for Ed McGovern, who was on vacation. . . . Mary Doherty, Comerford home office, returned after illness. . . . Mary Devlin, Comerford employe, was vacationing.

In the current issue of "Laurel" magazine, published for Northeastern Pennsylvania, one of the feature articles dealt with Henry A. Stezar, boxing and wrestling impresario, and a former close personal friend of the late M. E. Comerford. The article revealed much of the close relationship between the deceased and Stezar.

Tom Jones, manager, Strand, in cooperation with the officials of District 11, American Legion, staged a ceremony at the Strand at which time the area's POW's received season passes.

For "Melba," manager Bill Kays sent a direct mail message to all music supervisors and teachers, and to all the patrons of the Community Concert Association. The city's taxis carried bumper strips.

Variety Club Tent 13, Philadelphia

"Vicki" was screened through the courtesy of 20th-Fox. . . . Chief Barker Ralph W. Pries announced that the annual election dinner meeting will be held on Oct. 19 at 6:30 p.m. The board to lead the club for the next 12 months will be elected that night. The annual Heart Fund drive will also get under way at the same time. International Chief Barker Jack Beresin, back from his tour of tents in England, Ireland, France, and Germany, will report on his travels.



ALLIED ARTISTS

Hot News (5327)

MELODRAMA
60½M.

ESTIMATES Okeh programmer for the lower half.

CAST: Stanley Clements, Gloria Henry, Ted de Corsia, Veda Ann Borg, Scotty Beckett, Mario Siletti, Carl Milletaire, James Flavin, Hal Baylor, Paul Bryar, Myron Healey. Produced by Ben Schwalb; directed by Edward Bernds.

STORY: When fighter Myron Healey dies of injuries sustained in a fight into which he was forced by racketeer Ted de Corsia, sports writer Stanley Clements, backed by sports editor James Flavin, goes after de Corsia. Trainer Paul Bryar tells that de Corsia's girl, Veda Ann Borg, influenced Healey. de Corsia warns Clements to lay off, and has him beaten. de Corsia then forces Borg's brother, college basketball star Scotty Beckett, to throw some games. When Beckett is discovered, he is expelled. Borg writes a suicide note to Clements, which is delivered by Beckett. de Corsia and his henchmen try to retrieve the paper in the offices of the newspaper, and there is a free-for-all ended by the arrival of the police summoned by reporter Gloria Henry, Clement's girl and future wife.

X-RAY: This should round out the dualers with an interesting enough yarn about crooks, sports, and newspapermen, and the pace moves rapidly enough to satisfy the usual meller fans. Production and direction are average. The screen play is by Charles R. Marion and Elwood Ullman.

AD LINES: "A Reporter Goes After Some Crooks"; "They Called It Death In The Ring; He Called It Murder"; "A Fast-moving Melodrama".

The Fighting Lawman (5334)

OUTDOOR
MELODRAMA
71M.

ESTIMATE: Okeh action film.

CAST: Wayne Morris, Virginia Grey, John Kellogg, Harry Lauter, John Pickard, Dick Rich, Rick Vallin, Myron Healey. Produced by Vincent M. Fennelly; directed by Thomas Carr.

STORY: Deputy Marshal Wayne Morris sets out after four bank robbers and catches Rick Vallin, who is sentenced to 10 years in prison. After three years, he escapes, but Morris gets on his trail, and Vallin is shot. Before he dies, he reveals that his sister knows the identity of the other three crooks. Morris contacts the girl, Virginia Grey, and she agrees to spot the men, but has plans to make money on the deal. She schemes with one of the men, Harry Lauter, to whom she is engaged, to kill the others, and make a get-away with the money, and also incites him

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
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to gun for Morris. After Lauter kills John Pickard, he and Grey go to clean out the safe of the other member of the trio, John Kellogg. While they are making their escape, Morris and sheriff Myron Healey get on their trail. Lauter is killed, but Grey makes it back to her ranch. Waiting for her is Kellogg, but Morris and the sheriff close in. Grey and Kellogg are killed.

X-RAY: With fighting, gun battling, and suspense, this should keep the action fans thrilled and fit into the dualers. The direction is set at a fast pace to keep up the suspense. Dan Ullman wrote the screen play.

AD LINES: "He Was Out To Get This Band Of Bank Robbers"; "A Scheming Woman Plans Her Fortune On The Downfall Of Others"; "A Thrill A Minute."

ASTOR

OUTDOOR
MELODRAMA
67M.

Return of the Plainsman

(Australian-made)

ESTIMATE: For the art spots or lower half at regular houses.

CAST: Chips Rafferty, Henry Murdoch, Jeanette Elphick, Max Osbiston, Guy Dolman, Bob Darken, Joe Scully. Produced by Chips Rafferty and George Heath; written and directed by Lee Robinson.

STORY: When Jeanette Elphick's father is killed by a supposed accidental fall from his horse, she suspects foul play, and asks Chips Rafferty, a friend of her father, and an almost legendary figure, known as "The Sundowner", to investigate. He

avoids being killed by an avalanche that was man-produced, gets a job on her ranch, and discovers that neighboring rancher Guy Doleman, infatuated with Elphick, and henchman, are stealing her cattle. Rafferty is taken prisoner, but by use of a mysterious bush telegraph summons help and breaks away himself. He eventually forces a confession from Doleman as help arrives. Doleman is led away, and Elphick and her foreman, Max Osbiston, plan for the future while Rafferty and his companion, an aborigine, Henry Murdock, return to the untamed wilderness.

X-RAY: Somewhat resembling an American western, this import could serve as a curiosity piece at the art and specialty spots or it could wind up on the lower half elsewhere. While the plot is interesting enough, of greater value is the country, its customs, and its peoples. The cast is adequate, as are the direction and production. The dialogue is hard to understand at times.

AD LINES: "The Native Drums Announced His Return To Serve Justice"; "Thrill To Unexplored Australia"; "Action And Adventure In Vast Untamed Australia."

COLUMBIA

Combat Squad (613) MELODRAMA
72M.

ESTIMATE: For the lower half.

CAST: John Ireland, Lon McCallister, Hal March, George E. Stone, Norman Leavitt, Myron Healey, Don Haggerty, Tris Coffin, David Holt, Dick Fortune, Robert Easton, Jill Hollingsworth, Linda Danson, Neva Gilbert, Eilean Howe, Paul Keast, Dirk Evans, Bob Peoples. Produced by Jerry Thomas; directed by Cy Roth.

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STORY: A platoon in Korea led by sergeant John Ireland is followed as it goes into action against the enemy. One of the replacements is green youngster Lon McCallister, and Ireland keeps him in the background. The men are eventually sent to the rear for a rest after which they resume their efforts at the front, going after enemy snipers. McCallister gets a chance to prove that he can be a good infantryman, and the unit settles down to await orders.

X-RAY: With almost all the action outdoors and with a goodly amount of noise and gunplay, this should prove okeh for the meller and action fans on the lower half. Performances, direction, production, and story are standard. The story and screen play are by Wyott Ordnung.

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Combat Squad Is Ordered To Clean Out The Enemy, And Follows Orders"; "Action At The Front"; "A Guy Could Get Killed Here."

LIPPERT

Ali Baba Nights (5215)

FANTASY
76M.

(English-made)

ESTIMATE: Reissue will fit into the lower half.

CAST: George Robey, Fritz Kortner, Anna May Wong, John Garrick, Pearl Argyle, Jetsam, Denis Hoey, Sidney Fairbrother, Laurence Hanray, Thelma Tuson, Kyoshi Takase, Frank Cochrane, Francis Sullivan, Gibb McLoughlin. A Gainsborough production; directed by Walter Forde.

STORY: George "Ali Baba" Robey discovers the cave of robber baron Fritz Kortner, and discloses the cache to his greedy brother, Laurence Hanray, who is entertaining the robber, posing as a Chinese merchant. Anna May Wong, acting as a spy for Kortner, is blamed when the robber is almost caught, and Hanray is killed by the robbers. Wong then decides to join Robey and his son, John Garrick, who loves slave girl Pearl Argyle, in outwitting Robey and his men. During a dance at a party for caliph Francis Sullivan, she kills the disguised Kortner, and his men are boiled in oil.

X-RAY: Originally made in 1934, as "Chu Chin Chow", and released by Gaumont British, and reprinted here for the record and because it is newly edited, this is a spectacle with some entertaining moments. Since it is a costume piece, it is not so dated. There are several songs, featuring the voice of Jetsam, an excellent basso. Some of the scenes are quite lavish. By present day standards, the technical portions of the film are below par, but in some spots this may fit into the lower half.

AD LINES: "Mighty Arabian Nights Of Splendor And Adventure"; "See Ali Baba And His Forty Thieves Plunder For Gold And Women"; "See Slave Girls Traded For Treasure In Colorful Bagdad."

MGM

Torch Song (405)

DRAMA WITH MUSIC
88M.

(Color by Technicolor)

ESTIMATE: Good women's show.

CAST: Joan Crawford, Michael Wilding, Gig Young, Marjorie Rambeau, Henry Morgan, Dorothy Patrick, James Todd, Eugene Loring, Paul Guilfoyle, Benny Rubin, Peter Chong, Maidie Norman, Nancy Gates, Chris Warfield, Rudy Rander. Produced by Henry German and

Sidney Franklin, Jr.; directed by Charles Walters.

STORY: Top musical comedy queen Joan Crawford, rehearsing for a new show, makes it tough for her pianist, company manager, producer, and everyone else because she insists on changing things to conform to her views and puts her audiences above everything. Blind pianist Michael Wilding, a columnist before he lost his sight in the war, takes over as accompanist for Ben Rubin when he pays the latter to stay away. Sparks fly between Crawford and Wilding, although both grow fond of each other. Crawford refuses to give in, and Wilding plays hard to get, but finally both crack the shell of the other and they admit that they are in love.

X-RAY: A woman's show, handsomely mounted in Technicolor and with Crawford wearing clothes that the femmes will rave about, this is based on the story by I. A. R. Wylie. The yarn lacks depth, merely being the clash between two personalities, but the background, inclusion of songs and production numbers, and the Crawford draw should be the factors in the selling. Crawford has several dances and numbers, and the feature support adds to the quality. This is a typical, familiar Crawford role, and her followers should like it. The songs include: "Follow Me", "You Won't Forget Me", "Tenderly", and "Two Faced Woman."

TIP ON BIDDING: Better price.

AD LINES: "She Carried Her Torch For A Man Who Couldn't See Her"; "A Tough Broadway Babe Meets A Man Who Is Even Tougher . . . And The Sparks Begin To Fly"; "Joan Crawford . . . In The Season's Dramatic Hit . . . 'Torch Song'."

PARAMOUNT

Botany Bay (5307)

ADVENTURE DRAMA
94M.

(Color by Technicolor)

ESTIMATE: Fair costume adventure drama has name draw to help.

CAST: Alan Ladd, James Mason, Patricia Medina, Sir Cedric Hardwicke, Murray Matheson, Malcolm Lee Beggs, Jonathan Harris, Noel Drayton, Dorothy Patten, John Hardy, Hugh Pryse, Anita Bolster, Alec Harford, Brendan Toomey, Ben Wright, Bruce Payne, Harry Martin, Patrick Aherne, Margaret Brewster, Ivis Goulding, Keith McConnell, Patrick Whyte, Don Dunning, Anita Martell, George W. Watkins, Barbara Bendle, Gwen Caldwell, Bert Rumsey, Linda Wittman, Bobbie Hale, Gilchrist Stuart, Ivan Hayes. Produced by Joseph Siström; directed by John Farrow.

STORY: In 1790, in the early colonization of Australia, American Alan Ladd, unjustly sentenced for stealing, is sent along with other convicts on a ship under the command of cruel captain James Mason. Also on board is Patricia Medina, whom the captain makes comfortable. The voyage is highlighted by storms, several attempts to escape, and Mason's riding high. After 267 days, the ship reaches Australia, where fair governor Sir Cedric Hardwicke is inclined to be lenient, but finds his hands tied. In a showdown, Mason is killed by natives, and Ladd becomes a hero when he helps conquer a plague. He clinches with Medina.

X-RAY: Written by Charles Nordhoff and James Norman Hall, of "Mutiny On The Bounty", fame, this is slow-moving and generally fails to generate the excitement expected although there are suspenseful moments, a storm at sea, and a final fight with savages. This seems to fall into a familiar pattern with little

that hasn't been seen before. However, there are elements for the selling plus the Ladd-Mason-Hardwicke draw.

TIP ON BIDDING: Fair program price.

AD LINES: "One Woman . . . And A Hundred Convicts"; "'Botany Bay' . . . A Living Hell On Earth"; "See This Tale Of Mutiny . . . With A Cruel Captain Holding Convicts At Bay."

Those Redheads From Seattle (5305)

MUSICAL COMEDY
DRAMA
90M.



(3-D)

(Color by Technicolor)

ESTIMATE: Well-made musical comedy drama should be aided by 3-D draw.

CAST: Rhonda Fleming, Gene Barry, Agnes Moorehead, Guy Mitchell, Teresa Brewer, Cynthia Bell, Kay Bell, Bill Pullen, John Kellogg, Frank Wilcox, Jean Parker, Roscoe Ates, Michael Ross, Walter Reed, Ed Rand. Produced by William H. Pine and William C. Thomas; directed by Lewis R. Foster.

STORY: Frank Wilcox, newspaper editor in an Alaskan mining town, is killed by the manager of a gambling casino. Owner Gene Barry is not in on the deal. In complete ignorance of the tragedy, the dead man's family, wife Agnes Moorehead and daughters, Rhonda Fleming, Teresa Brewer, and Cynthia and Kay Bell, leave Seattle for Alaska. On the boat, they meet song and dance man Guy Mitchell, who falls for one of the sisters. When they reach Fairbanks, Mitchell asks Barry to take the family to their destination. Falling for Fleming, Barry agrees, but does not tell of the shooting. Reaching town, they learn of the death, and attempt to run the paper themselves. Brewer takes a job as an entertainer in Barry's casino. Fleming starts a campaign against Barry and forces him to sell the casino. He tracks down the killer, and forces a confession.

X-RAY: Solid on merchandising names, plus the 3-D, this rates as one of the better third-dimensional shows, what with the film names plus Brewer, Mitchell, and the Bell sisters for the selling, and offering plenty of plugs via the disc jockey routes. The film rates better than average in the photography and entertainment departments as well. The story is by Lewis R. Foster, Geoffrey Homes, and George Worthing Yates. Songs heard include "Baby, Baby, Baby", "Chick-A-Boom", "I Guess It Was You All The Time", "My Banjo Man", and "Take Back Your Gold."

TIP ON BIDDING: Fair program price because of the 3-D draw.

AD LINES: "A Tune Filled 3-D Musical Featuring Those Gorgeous Redheads—Rhonda Fleming, Teresa Brewer, Cynthia, and Kay Bell"; "The First Technicolor Musical In 3-D"; "When These Redheads Go Into Action, They Practically Melt The Ice In Old Alaska."

UNITED ARTISTS

Captain Scarlett

MELODRAMA
75M.

(Craftsman)

(Color by Technicolor)
(Made in Mexico)

ESTIMATE: For the lower half.

CAST: Richard Greene, Leonora Amar, Nedrick Young, Manolo Fabregas, Eduardo Norriega, Isobel del Puerto, Carlos Musquiz, George Trevino. Written and produced by Howard Dimsdale; directed by Thomas H. Carr.

STORY: After the defeat of Napoleon, the south of France is taken over by duke Manolo Fabregas, assisted by count Eduardo Norriega. Richard Greene returns to his estate to find it confiscated, and decides to fight Fabregas. He is assisted by princess Leonora Amar, whom he saves from an unwilling marriage to Norriega, and highwayman Nedrick Young, whose lands were confiscated. The soldiers capture Amar, and she is to be executed. Greene and Young reach the castle to rescue Amar. Greene kills Fabregas, and the trio ride off, with Greene and Amar in love.

X-RAY: This contains a familiar story, fair performances, below standard color, and lots of riding as well as average direction and a minimum of production values. It will fit into the lower half.

TIP ON BIDDING: Lowest bracket.

AD LINES: "He Fought For His Life, Love, And Freedom"; "Adventure In The Days Of Old"; "Swords Clash . . . Fists Fly . . . And There's Plenty Of Action And Adventure."

Donovan's Brain

SCIENCE FICTION
MELODRAMA
83M.

(Dowling)

ESTIMATE: Interesting thriller.

CAST: Lew Ayres, Gene Evans, Nancy Davis, Steve Brodie, Lisa K. Howard, Tom Powers, Michael Colgan, Kyle James, Stapleton Kent, Peter Adams. Produced by Tom Gries; directed by Felix Feist.

STORY: Scientist-doctor Lew Ayres, conducting a series of experiments to keep tissue alive, turns toward brain work, and is aided by his wife, Nancy Davis, former nurse, and his friend, Doctor Gene Evans. An experiment on the brain of a monkey is interrupted by the report of a plane crash whose sole survivor is a multi-millionaire named Donovan. He dies at the Ayres home. Ayres steals the dead man's brain which lives on through special apparatus, and Ayres makes contact via brain waves. Ayres changes, adopting some of the mannerisms and characteristics of the dead man and imitating the dead man's signature, carries on with his wishes. A free lance photographer gets wind of the situation, and starts to blackmail Ayres, who only gets relief from the brain's control when it goes to sleep and tries to leave word for Davis to destroy it. Brodie is driven to self-destruction when he comes in contact with the brain. Ayres, through the thinking of the brain, decides to do away with Davis and Evans. Evans tries to destroy it but fails and turns the gun on himself. As Ayres is about to kill Davis, an electrical storm takes place, and lightning destroys the brain. Ayres faces an investigation after recovering, but is sure that he will be exonerated in view of scientific evidence.

X-RAY: Weird at times, this holds interest with a different yarn, capable performances, and direction and production that get the most out of each situation. It's well built suspensefully to a satisfying climax, and with a little extra selling it could attract better attention. The screen play is by Feist based on the novel by Curt Siodmak. This should fit into the duallers or as an exploitation entry.

TIP ON BIDDING: Fair program price.

AD LINES: "A Thriller That Will Grip All In Tight Suspense"; "A Science-Fiction Thriller That's Tops In Suspense"; "A Scientist Forced To Live Two Lives By 'Donovan's Brain'."

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The Joe Louis Story

BIOGRAPHICAL
DRAMA
88M.

(Silliphant)

ESTIMATE: Exploitable entry has the angles.

CAST: Coley Wallace, Paul Stewart, Hilda Simms, James Edwards, John Marley, Dotts Johnson, Evelyn Ellis, Carl Rocky Latimer, John Marriott, P. Jay Sidney, Isaac Jones, Royal Beal. Produced by Stirling Silliphant; directed by Robert Gordon.

STORY: In Detroit in 1932, Coley "Joe Louis" Wallace turns from violin lessons to boxing lessons, and is trained by James "Jack Chappie Blackburn" Edwards. He decides to allow promoter Royal "Mike Jacobs" Beal to set up his future fights, meets Hilda Simms and they are married. Wallace becomes cocky about a fight with Max Schmeling, and is knocked out. The defeat is played up by Nazi Germany, and Wallace trains for a rematch, wins the championship from Braddock, gets a fight with Schmeling, and knocks him out. Simms wants a divorce, but he convinces her to reconcile and then starts his defense of the championship against all comers. When war comes, he enlists in the army, a child is born, and Edwards dies. Wallace returns to square his back taxes, and Simms divorces him. He continues to fight, and after knocking out Walcott, he retires. In 1950, Wallace tries an unsuccessful comeback against Ezzard Charles and Rocky Marciano, as the story, told in flashback form by his friend, reporter Paul Stewart, ends.

X-RAY: Telling the story of one of the ring's greats, this mixes drama with fistic action, and the personal triumphs and setbacks are handled in such manner as to add a certain amount of richness that takes the film out of the strict sports category. Fight scenes from old films are well integrated, and Wallace makes a fine Joe Louis. The rest of the players, including Stewart and particularly Edwards are impressive. Direction and production are good, and a sneak preview audience was impressed. The number of angles are obvious in the selling. The original screen play is by Robert Sylvester. A song, "There You Go," is heard.

TIP ON BIDDING: Above average price in spots where it can be sold.

AD LINES: "The Story Of A Champion"; "Drama And Action Spark 'The Joe Louis Story'"; "He Was A Man Among Men, And Stood Ready To Prove It To The World."

The Village

DRAMA
96M.

(Wechsler)
(Swiss-made)

ESTIMATE: Good dramatic import for the specialty spots.

CAST: John Justin, Eva Dahlbeck, Sigfrid Steiner, Mary Hinton, W. Woytecki, Guido Lorraine, Maurice Regamey, Helen Horton, Rolando Catalano, Krystina Bragiel, Voytek Dolinsky. Produced by Lazar Wechsler and Kenneth L. Maidment; directed by Leopold Lindtberg.

STORY: Over 200 war orphans from Europe are at home in the children's village of Pestalozzi, Switzerland, from which instructor John Justin is thinking of transferring. Travelling in Germany, he comes across Krystina Bragiel, separated from her foster parents, and impulsively tells her about the village. She arrives there, only to be driven off by the other children, who take her for a German until Voytek Dolinsky, a Polish youngster, defends her from the others. The adults, including Justin and Polish instructress Eva Dahlbeck, bring her back. Dahlbeck and Justin are in love, and she

is disturbed by the thought of him leaving as she is recalled to Poland for a new course. Justin decides to remain, and decides to surprise Dahlbeck upon her return with his decision. She returns with a government official and with the news that all the Polish children are to be returned. Bragiel and Dolinsky, not wanting to be separated, hide in the cellar of a castle. During a celebration in which fireworks are used, Dolinsky relives his war experiences and falls to his death, but Bragiel is saved. Dahlbeck and the children leave. She's hoping to return some day while Justin, too, awaits that day at the school. Still another parentless youngster turns up, and Justin goes out to bid him welcome.

X-RAY: With a number of heart touching moments and dramatic situations in this entry from abroad, this should find attention in the art spots. Viewers will be touched by the plight of innocent youngsters bewildered and frightened by the world around them. The story is authenticated by actual filming at the site of the village as well as by the use of languages of many countries, although the dialogue is mostly in English. The romance of the two teachers is incidental. The participants are convincing in their roles, and the direction and production are good. With the proper selling, this should come off well in the art and specialty spots. The original story and dialogue are by David Wechsler and Kurt Fruh.

TIP ON BIDDING: Worth most for the art spots.

AD LINES: "A Tale To Be Remembered"; "A Story Of Children . . . Their Lives And Their Hopes"; "A Unique Tale About A Unique Village In The Swiss Mountains."

U-International

The Gentle Gunman
MELODRAMA
86M.
(English-made)

ESTIMATE: Suitable for the art houses.

CAST: John Mills, Dirk Bogarde, Robert Beatty, Elizabeth Sellars, Barbara Mullen, Eddie Byrne, Joseph Tomelty, Gilbert Harding, James Kenney, Liam Redmond, Jack McGowran, Michael Golden. Produced and directed by Michael Relph and Basil Dearden.

STORY: In 1941, when IRA agent John Mills is sent to England to help Irish independence, he gets fed up with terrorizing innocent people, and is regarded as a traitor by his girl, Elizabeth Sellars, and Robert Beatty, leader of the underground organization. Mills' brother, Dirk Bogarde, is sent to help terrorists Liam Redmond and Jack McGowran. After a bomb is set off, Redmond and McGowran are arrested, but Bogarde returns to Ireland. James Kenney, young son of Barbara Mullen, who has already lost her husband to the IRA cause, is asked to find out when Redmond and McGowran are arriving to start their jail sentences. He does so even though he is wounded and dies. Mills returns to persuade Bogarde to abandon violence, and frees the captured pair, but they don't arrive at headquarters. Mills is sentenced to be shot as a traitor by the group but they arrive to save him. The police are after them, and as they and the others flee, Bogarde realizes that Mills was right, and they remain behind.

X-RAY: With a certain amount of interest and suspense, this import will best fit in the art spots. The acting is suitable, and the direction and production are okeh. It was written by Roger MacDougall.

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Gunman With A Conscience"; "A Rough, Tough Yarn About A Fight For Freedom"; "Adventure In The Irish Underground."

Something Money Can't Buy (380)

DRAMA
83M.

(English-made)

ESTIMATE: Okeh for the art and specialty spots.

CAST: Patricia Roc, Anthony Steel, Moira Lister, A. E. Matthews, David Hutcheson, Michael Trubshawe, Diane Hart, Charles Victor, Henry Edwards, Mary Hinton, Joss Ambler. Produced by Joseph Janni; directed by Pat Jackson.

STORY: At the end of World War II, major Anthony Steel remains in Germany, and he, his wife, Patricia Roc, and two children live in luxury. When he is discharged and returns to England, they return to a lower standard of living. After a number of quarrels, Steel quits his job, and goes off looking for something else. Roc starts a secretarial agency, which expands to an employment agency that brings in a good income. Steel meets Lord A. E. Matthews, who agrees to finance a mobile restaurant which he takes with two army buddies. After several false starts, it becomes a success, and Roc and Steel are at a loss over who is to give up the business. Finally, Roc agrees to let Steel become the breadwinner.

X-RAY: This should satisfy art and specialty patrons with a fairly interesting story. The performers are well suited to their roles and the direction and production are adequate. The story and screen play are by Pat Jackson and James Lansdale Hodson.

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Love Story In Post-War Britain"; "A Romance With A Twist"; "They Had 'Something Money Can't Buy' . . . But Could They Keep It?"

The Veils Of Bagdad (404)

COSTUME
MELODRAMA
81M.

(Color by Technicolor)

ESTIMATE: Fair programmer.

CAST: Victor Mature, Mari Blanchard, Virginia Field, Guy Rolfe, Jim Arness, Palmer Lee, Nick Cravat, Ludwig Donath, Jackie Loughery, Leon Askin, Howard Petrie, Charles Arnt, Glenn Strange, Sam Stein, Dave Sharpe. Produced by Albert J. Cohen; directed by George Sherman.

STORY: In Bagdad, in 1525 A. D., Pasha Leon Askin and Grand Visier Guy Rolfe are milking the country financially, seeking to use the gold to undermine the Ottoman Empire. Victor Mature, out to stop the couple, gets a post with the palace guard, uses Rolfe's wife, Virginia Field, to secure information, and works with Ludwig Donath, head of the Empire's secret agents, to outwit Askin and Rolfe. He also enlists the aid of dancing girl Mari Blanchard, actually the daughter of a slain hill leader. In the showdown, Rolfe is killed, and Askin abdicates in favor of Mature, who clinches with Blanchard.

X-RAY: Of the familiar school of such things, this follows formula, with Mature's name an asset. The Technicolor makes full use of the trappings, etc., and the performances, direction, and production are similar to those in other pictures of this kind. The title should be attractive in some spots. There is lots of action, by acrobats and others, and plenty of fighting. The story is by William R. Cox.

TIP ON BIDDING: Fair program price.

AD LINES: "For A Pagan Princess' Lips . . . For An Empire's Stolen Riches"; "Passion Ruled An Empire"; "Victor Mature . . . As A Prince Of Rogues . . . In 'The Veils Of Bagdad'."

WARNERS

So Big (307)

DRAMA
101M.

ESTIMATE: Good women's show.

CAST: Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest, Elisabeth Fraser, Martha Hyer, Walter Coy, Richard Beymer, Tommy Rettig, Roland Winters, Jacques Aubuchon, Ruth Swanson, Dorothy Christy, Oliver Blake, Lily Kemble. Produced by Henry Blanke; directed by Robert Wise.

STORY: When the father of Jane Wyman dies, leaving her penniless, she goes from an exclusive school in Chicago to take a job as a teacher in a Dutch farming community near the city, where she lives with the family of farmer Roland Winters and wife, Ruth Swanson. Their son, Richard Beymer, idolizes her. Wyman marries farmer Sterling Hayden, and Beymer leaves to make his own way when his mother passes away. A son is born to Wyman, and Hayden then dies, but Wyman struggles on, determined to make the farm a success. Time passes, and she is successful, sending her son, Steve Forrest, to college. He gets a job on graduation as a draftsman, but on the urging of his sweetheart, Martha Hyer, daughter of an old school friend of Wyman, he shifts to selling to make more money. Wyman is against this, but doesn't stop him, feeling he will find out his mistake. Forrest then falls in love with artist Nancy Olson, but she tells him she wants a man who will work hard to make his own way. When Walter Coy, who had idolized Wyman as a boy, returns as a celebrated pianist, they visit Wyman. Wyman likes Olson, who tells Forrest she is going abroad. Forrest thinks he has lost Olson, but after talking to Wyman he realizes that his mother had been right, and perhaps things will correct themselves in the future since he is going back to his profession, where he always belonged.

X-RAY: A woman's show, this benefits from an excellent performance from Wyman, who dominates the film. While the picture is uneven, it has several emotional moments which will bring out the handkerchiefs. The picture is slowly paced at the start, but holds interest generally throughout. Hayden is good, and while Olson has little to do she is competent. The film, based on the Edna Ferber novel, was made twice before.

TIP ON BIDDING: Better price.

AD LINES: "'So Big' . . . The Story Of A Great Mother Love"; "Never Any Devotion Like The Love Of This Mother For Her Son"; "He Grew 'So Big' . . . But He Was Always His Mother's Little Boy."

FOREIGN

Life In The Arctic

TRAVELOGUE
63M.

(Artkino)

(Color by Magicolor)

(Russian-made) (English narration)

ESTIMATE: Good Soviet travel import.

CREDITS: Produced by Moscow Popular Science Film Studio with script and direction by A. Zguridi.

STORY: Soviet scientists investigating the Arctic regions of their country come up with this survey of the northern regions. With views of the ice capped

landscapes and the wild life that inhabit the country, the film presents a colorful spectacle. The northern birds make their nests on the jagged rocky cliffs where they raise their fledglings in an environment populated by hostile birds. Other Arctic citizens are seen in their daily routine, including the walrus, polar bears, and Eider ducks.

X-RAY: Although only a survey of Arctic life and environment, the Magicolor photography makes this an interesting nature film.

AD LINES: "A Spectacle Of The Arctic"; "Wild Life Below Zero"; "Freezing Fun In The Northern Regions."

The Ringer

DRAMA
78M.

(London)
(English-made)

ESTIMATE: Interesting import for the lower half and art spots.

CAST: Herbert Lom, Donald Wolfitt, Mai Zetterling, Greta Gynt, William Hartnell, Dora Bryan, Norman Wooland, Denholm Elliott. Produced by Hugh Percival; directed by Guy Hamilton.

STORY: William Hartnell, out of jail, is picked up by detectives for questioning because he is believed to be the one person able to help police track down "The Ringer," elusive criminal reported dead in Australia, but believed to be alive in London. Hartnell seems willing to cooperate until he hears "The Ringer" is still alive, and leaves in fright. He sees an easy way to make some money, hurries to the home of Herbert Lom, unscrupulous lawyer, living with Mai Zetterling, whose fiance, Denholm Elliott, is in prison. She works for Lom, but he cannot make her forget her boy friend. Hartnell is selling his story about "The Ringer" being alive to Lom when police inspectors Charles Victor and Norman Wooland, arrive. When last seen, "The Ringer" had left his sister in Lom's care, and she had been found drowned after his disappearance. Thus, it is believed that Lom will be "The Ringer's" first objective. A police guard is put on his house, and Hartnell is engaged as a bodyguard. Greta Gynt, "The Ringer's" wife, visits police to have her passport checked, and meets the police inspectors as well as Donald Wolfitt, police surgeon. Lom becomes the center of attraction. Elliott is released from jail, upsetting Lom's plans to keep Zetterling. Lom tries to frame Elliott, as he prepares to flee. Lom is shot dead, and "The Ringer" is divulged as Wolfitt, who escapes in a policeman's uniform.

X-RAY: Most English melodramas have a reputation for being better than the average, and this is no exception. The acting is adequate, but on the whole could be much tighter. Suspense reigns occasionally, and there are enough thrills to sustain interest. Val Valentine wrote the screen play from the novel by Edgar Wallace.

AD LINES: "'The Ringer'—A Man Of A Thousand Faces"; "Who Is 'The Ringer'?"; "A Most Exciting Picturization Of Edgar Wallace's Famous Novel."

The Snow Maiden

CARTOON MUSICAL
69M.

(Snegurochka)

(Artkino)

(Color by Magicolor)

(Russian-made) (English titles)

ESTIMATE: Good fairy tale musical for the art and Russian spots.

CAST: Voices of I. Maselnikova, B. Borisenko, L. Ktitorov, V. Shevtsov, with the orchestra of the Ministry of Cinematography and the chorus of the State Academy of the Bosshoi Theatre. Directed by I. Ivanova-Vano.

STORY: With the permission of her father and Mother Frost, Snegurochka, the Snow Maiden, is given time to enjoy the beauties of the earth. She attracts many of the village men, including shepherd Lell. However, coming from a cold family, she is unable to respond. Young Lell picks up his shepherd's pipe, and leaves her for the warmer village women. The beauty of the snow maiden attracts Misgir, and draws him away from his affianced, who is about to commit suicide when Lell gives her courage to continue. They all decide that the problem must be left up to the Tsar, who invites all the parties involved. Meanwhile, the Snow Maiden calls upon her Mother Frost for help, and she gives her a wreath of love that will make the wearer fall in love with the first person she meets. Misgir is the man, and The Snow Maiden is able to respond to his love. However, the warm rays of the sun melt The Snow Maiden and Misgir is left disconsolate. His empty life brings him to suicide while the rest of the people rejoice for the coming of warmer weather.

X-RAY: Based on a tale by A. N. Ostrovsky, this cartoon opera with music by N. Rimsky Korsakov is pleasant entertainment for art houses. The tone of the story, however, is pretty much foreign to westerners, and the significance of the tale doesn't easily achieve its full impact. The scenario was written by O. Leondiova, I. Ivanova-Vano, and A. Snezhko-Blotskoi.

AD LINES: "The Tender Tale Of 'The Snow Maiden'; "A Beautiful Operetta By Rimsky Korsakov"; "A Musical Cartoon In Magnificent Magicolor."

Time, Gentlemen, Please! COMEDY
79M.
(Mayer-Kingsley)
(English-made)

ESTIMATE: Pleasant entry for the art houses.

CAST: Eddie Byrne, Hermione Baddeley, Raymond Lovell, Dora Bryan, Jane Barrett, Robert Brown, Marjorie Rhodes, Thora Hird, Ivor Barnard, Sidney James, Edie Martin, Sydney Tafler, Joan Young, Marion Stone, Patrick McAlinney. Executive producer John Grierson. Produced by Herbert Mason; directed by Lewis Gilbert.

STORY: The British prime minister visits towns which have the highest employment records, and Hayhoe boasts a record of 99.9 per cent, the 10th of one per cent being Irish philosopher, Eddie Byrne. With the proposed visit, Byrne's behavior worries the town council, headed by Raymond Lovell, and Byrne is entered in the village almshouse, long unoccupied. The caretakers, annoyed by Byrne's intrusion, decide to follow ancient rules to the letter. After suffering indignities, Byrne finds the town's new vicar a friendly fellow Irishman. He delves into the ancient laws, and finds that Byrne is entitled to 6000 pounds a year endowment as an inmate. This comes as a blow to the council. Byrne is persuaded to run against the councilman in the election, and his ticket wins. He decides to turn the almshouse into a nursery for workers' children, and agrees to take a job in as a mattress tester. The town is ready to welcome the prime minister with 100 per cent employment.

X-RAY: This Group 3 production pokes fun at the government, bureaucracy, unemployment, and outmoded rules of public institutions. Byrne, of Dublin's Abbey Theatre, brings a delightful humor; Lovell presents an appropriately stuffy portrait of a country squire, and Gilbert's direction moves at a sprightly pace. This should satisfy the art houses. The screen play was written by Peter Blackmore,

based on the novel, "Nothing To Lose", by R. J. Minney.

AD LINES: "A Sensational Satire As Only The British Can Do It"; "Nothing Is Sacred When The Fun Breaks Loose In 'Time, Gentlemen, Please'"; "Frolicsomenly Funny."

Vendetta MELODRAMA
101M.
(IFE)

(Italian-made) (English titles)

ESTIMATE: Okeh meller for the Italian and art spots.

CAST: Lida Baarova, Mino Doro, Otello Toso, Jacqueline Plessis, Gino Leurini, Brunella Bovo, Margherita Nicosia. A Roma film; directed by Pino Mercanti.

STORY: After years in an insane asylum, Lida Baarova returns home in the care of her husband, Mino Doro, and her daughter, Brunella Bovo. Doro, carrying on an affair with Jacqueline Plessis, has squandered away his wife's fortune and is planning to break into the trust fund left for Bovo. To do this, he plans to arrange for her marriage to his friend, Otello Toso. Bovo is in love with student Gino Leurini. Baarova overhears her husband and Toso discussing the scheme, is shocked back to sanity, and is determined to get revenge. She continues to feign lunacy, sabotages the family mine, and destroys her husband financially. Doro and Toso begin to suspect Baarova. They imprison her and Bovo in the mine, and plan to flood the tunnel to make it appear an accident. Leurini intercedes in time to rescue them while the police take the potential murderers in hand.

X-RAY: With moments of excitement and suspense, this Italian import is sure to please Italian audiences, and could be fitted on the lower half in the art houses. Despite its loose construction, the direction keeps up interest with a fast pace. Gaspare Cataldo and Alberto Vecchiotti wrote the screen play from a novel by Carolina Invernizio.

AD LINES: "She Faked Insanity To Discover Her Husband's Fiendish Plan"; "A Sordid Story Of Murder, Larceny, And Sex"; "A Suspense-Packed Tale Of A Man Whose Ambitions Led Him To Crime."

MISCELLANEOUS

Crazylegs, All-American BIOGRAPHICAL
DRAMA
87M.
(Bartlett)

ESTIMATE: Entertaining football show.

CAST: Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs, James Millican, Bob Waterfield, Bob Kelley, James Brown, John Brown, Norman Field, Louise Lorimer, Joseph Crehan, Joel Marston, Bill Brundige, Win Hirsch, Melvyn Arnold, and the Los Angeles Rams. Produced by Hall Bartlett; directed by Francis D. Lyon.

STORY: At Wausau, Wis., Elroy Hirsch, playing himself, fulfills the expectations of football coach Lloyd Nolan and sets records. He and his school sweetheart Joan Vohs go to the University of Wisconsin at the insistence of his father, foundry worker Norman Field, and mother, Louise Lorimer. Hirsch is named All-American, and his peculiar style wins him the title of "Crazylegs". He volunteers for the marines, and is assigned to the University of Michigan, where he wins more honors in basketball, baseball, and track. When he is called to active service, he asks Vohs to wait and she agrees. Discharged at the war's end, they get married. After playing in the All-Star Game

in Chicago, he wins a contract with the Chicago Rockets. He is repeatedly injured, finally suffers a fractured skull, and they say he will be unable to play any more. He works at getting back in shape until the Los Angeles Rams decide to take a chance on him. Vohs has a baby. Hirsch starts the comeback trail, setting all kinds of records. The team wins the championship and the future looks bright.

X-RAY: This well-made, interesting sports entry has something for all; for the action and sports fans, it has fast moving clips from football and other games, and for those seeking drama and romance, it tells the story of a pair of youngsters in love. It also contains good characterizations and an air of authenticity is found because Hirsch plays himself so ably. This could do well as a sold part of the program with Hirsch so popular, especially in the west and midwest. Hall Bartlett wrote the screen play.

AD LINES: "An Average American Youngster Earns The Right To Be Called All-American"; "A Heartwarming Tale About A Youngster Who Played Hard And Lived Right To Earn The Title Of All-American"; "An Action-Packed Thriller In The All-American Tradition".

The Living Desert DOCUMENTARY
68½M.
(Walt Disney)
(Print by Technicolor)

ESTIMATE: High rating documentary.

CREDITS: Produced by Walt Disney; Associate producer, Ben Sharpsteen; directed by James Algar; photographed by N. Paul Kenworthy, Jr., and Robert Crandall with additional photography by Stuart V. Jewell, Jack C. Couffer, Don Arlen, Tad Nichols; narrated by Winston Hibler.

CONTENT: The Great American Desert is the scene, and the cameras concentrate on a region that is both beautiful and horrible. Seen are the tortoise who manufactures his own water internally from leaves and other edibles as well as a mating battle between two of that species. Other sequences touch on the lives and adventures of the sand lizard, horned toad, tarantula, chuckawalla, coati mundi, vulture, peccaries, bobcat, rattlesnake, pocket mouse, red-tailed hawk, bats, desert toads, centipede, millipede, burrowing snake, scorpions, long-horned beetle, kangaroo rats, king snake, gekko lizard, sidewinder, ringtail cat, elf owl, roundtail ground squirrels, road runner, Gila Monster, spotted skunk, and the pepsis wasp. Comedy relief is provided by the desert denizens while nature is seen at her worst as well as at her colorful best.

X-RAY: This high rating documentary has color, adventure, excitement, thrills, and scenes never before witnessed by general audiences and rarely by anyone. Too, it has a compelling interest, and audiences should sit entranced waiting for each episode to unfold, waiting to see if the previous can be topped, and in many instances it is. The drama and suspense are expertly joined with the comedy relief provided by the clowns of the desert or by its more deadly inhabitants with the aid of clever editing and musical accompaniment. The photography is excellent, and the same classification must be applied to all the other departments. It is one of Walt Disney's best in the field.

AD LINES: "A Documentary Adventure By Disney That Tops Them All"; "The Great American Desert As It Has Never Before Been Seen"; "Thrills And Fun For All As The Magical Disney Cameras Are Trained On The Great American Desert".

A Virgin In Hollywood MELODRAMA
70M.(Union)
(Partly in 3-D)

ESTIMATE: Okeh for the exploitation spots.

CAST: Thad Swift, Phil Rhodes, Dorothy Abbott. Produced and directed by Kayton W. Kirby.

STORY: In order to get a picture of Hollywood life, the editor of a small town newspaper sends pretty girl reporter Dorothy Abbott to get the inside story on the fabulous city. Unaccustomed to the pace of the city, she winds up driving through the Hollywood hills, and comes upon a house with strange gardens around it, where she sees there scantily clad girls parading before photographers. She decides to join the crew and do some modeling herself. Other experiences bring her some men who advertise in lonely hearts columns. Meanwhile, her editor is struck with misgivings, and decides to come to her rescue. Abbott soon finds herself at odds with one of the other girls, and the two get into a violent tussle. In the midst of the battle, the girl's editor arrives to save her.

X-RAY: This mild burlesque-type film aimed at the exploitation houses should fit the bill in such places. The photography and editing are competent, and two scenes of what is called 3-D are included. The technique, however, is not particularly effective. There is enough sex here to make this acceptable for the houses that play it. It is adapted from the book by Dala Sloan.

AD LINES: "Beautiful Gals In Three Dimension"; "A Sexy Escapade"; "You Have Never Seen Such Daring On The Screen."

The Shorts Parade**THREE REEL****Color Sports**

BLACK FURY. Warners—Special. 32m. Shot in WarnerColor in the Okefenokee Swamp Park in Georgia, this looms as a big exploitation short. With David Da Lie, naturalist, appearing in the film along with some swamp men, this shows the chase of a rogue bear. Along the way, the men have adventures with alligators, snakes, and the like, and the photography, action, and suspense are of the best. The bear is destroyed eventually, but not before the men have some hair raising adventures. This was directed and photographed by Ted and Vincent Saizis. EXCELLENT.

Documentary

KILMAINHAM JAIL. Mayer-Kingsley. 27m. Tracing the history of the famous Irish prison in Dublin, it is inevitable that much of the history of Irish nationalism would come along with it. The jail, over 150 years old, has seen many noted revolutionists imprisoned in it. A tour is taken through the cell blocks, dungeons, and cells that once held the leaders of the revolution. No longer being used, the ominous fortress has fallen into disrepair, but it stands as a landmark. Made in Ireland, this would be of interest to Irish audiences and for its historic value for general audiences. The spoken narration, however, is rather political and somewhat monotonous. FAIR.

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TWO REEL**Color Cartoons**

BEN AND ME. Disney—Cartoon Novelty. 21 m. Color by Technicolor. Sterling Holloway narrates this whimsical tale about the power behind Benjamin Franklin, revealed as a poor Philadelphia churchmouse named Amos who sought shelter in his home one snowy night and then proceeded to help him get out of debt, put out an interesting newspaper, and even invent several items heretofore attributed to Franklin, to say nothing about assisting him in his matters of statesmanship and diplomacy. Thus, mice pay tribute to Amos today, while humans prefer to believe that Franklin did it all himself, or else they know not about Amos. (This is meant to be paired with "The Living Desert".) EXCELLENT.

Comedy

OH, SAY CAN YOU SUE. Columbia—All Star Comedies. 16m. When Andy Clyde visits his newly married friend, he finds his sweetheart there. The plot becomes tangled when the friend's wife visits Clyde in his hotel room. Husband finds his wife half dressed, and assumes the worst. There is a mad chase, and they end up in the judge's chamber asking damages. The situation is cleared up, but it is not long before again all parties concerned are brought to a clash. FAIR. (6411).

Documentary

ONE PLANE, ONE BOMB. Civil Defense Department. 20m. Edward R. Murrow, in the style of his CBS TV show, "See It Now," makes a plea for needed civilian volunteers to act as aircraft ground spotters. An air attack on New York is simulated by B-29 bombers flying from London, and they go practically undetected to their target area due to a manpower shortage at spotting points. Murrow's calm narration and some excellent photography bring home the danger of this atomic age and the need for preparedness. EXCELLENT.

Color Drama

ROMANCE OF LOUISIANA. Warners—Technicolor Specials. 20m. When first reviewed in THE SERVISSECTION of March, 1938, it was said: "This tells of the background of the United States purchase of Louisiana from Napoleon, but uses a present day radio broadcast as a buildup for it. This distracts from the spirit of the short. For schools, etc., it should be interesting. The cast names of Addison Richards and Erville Alderson may help. GOOD." (1002).

Serial

RETURN OF CAPTAIN AMERICA. Republic serial in 15 chapters. Dick Purcell, Lorna Gray, Lionel Atwill, Charles Trowbridge, Russell Hicks, George J. Lewis, John Davidson, Norman Nesbitt, Frank Reicher, Hugh Sothern, Tom Chatterton, Robert Frazer, John Hamilton, Crane Whitley, Edward Keane, John Bagni, Jay Novello. Associate producer, W. J. O'Sullivan; directed by John English and Elmer Clifton. Episode One, "The Purple Death". 23m. This serial reissue, first known as "Captain America", was first reviewed in THE SERVISSECTION of January, 1944, at which time it was said: "This is strictly for the kids. It is based on the character appearing in the 'Captain America' comics, and quite a fellow he is in his skin tights with fancy designs and mask. But with it all, he isn't quite as weird as the Rube

Goldberg-ish invention, a dynamic vibrator which harnesses light and sound waves into a weapon of terrific destructive power that crumbles a skyscraper for the end of episode one. The rest of the doings concern Lionel Atwill, curator of a museum, who is out to revenge himself upon every member of a former expedition since they cheated him out of his share of wealth. He calls himself 'The Scarab', and uses a poison made from orchids to accomplish his deeds. Dick Purcell is the district attorney utilizing the 'Captain America' disguise to combat Atwill and his henchmen, and in his work he is assisted by Lorna Gray, his secretary. There is plenty of action including several fist-fights, but never once is it believable. FAIR." (5382).

Sports

ROCKY MARCIANO vs. ROLAND LA STARZA. Republic. 19½m. Here is seen a fairly exciting fight between heavyweight champion Rocky Marciano, Brockton, Mass., and challenger Roland La Starza, New York City, held outdoors at the Polo Grounds, New York. Sports writer Bill Corum provides a slow calculated narration as the fighters are seen in rounds one, six, seven, eight, 10, and 11, with the latter being the stanza where the challenger is knocked down and out of the ring. After he returns, referee Ruby Goldstein stops the fighting, and gives the match to Marciano on a technical knockout, with La Starza having taken quite a beating. GOOD.

ONE REEL**Color Cartoons**

DO OR DIET. Paramount—Caspers. 7m. Casper, the friendly ghost, sets out to win friends, but the only creature willing to respond is a fat turkey worrying about Thanksgiving Day. Casper does everything to get the bird to go on a diet, but the turkey keeps eating. When the farmer comes, axes in hand, he sees Casper and runs away. EXCELLENT. (B13-1).

LUMBERJACK RABBIT. Warners—Bugs Bunny Cartoons. 3-D. 7m. Bugs Bunny wanders into the land of Paul Bunyan, giant lumberjack, and his equally huge dog. Bugs, after the giant's huge carrot patch, outwits the big, but stupid, hound. This cartoon does not seem to take full advantage of the 3-D medium. The humor is not as sharp as in most Bugs Bunny cartoons, and gimmicks in 3-D are conspicuous by their absence. FAIR. (1740).

SHAVING MUGGS. Paramount—Popeye. 6m. Popeye and Bluto get back from a long sea voyage, and both go for a visit with Olive, who will have nothing to do with them until they get a shave and haircut. The boys primp up. Popeye gives Bluto a good haircut and shave, but the sneaky Bluto leaves Popeye a mess. However, Popeye sends the trickster for a loop, and takes the willing hand of Olive. GOOD. (E13-2).

SPRINGTIME FOR THOMAS. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVISSECTION of April, 1946, it was said: "Much to Jerry, the mouse's, disgust, Tom, the cat, falls in love with a gorgeous feline. He becomes so preoccupied and doozy that he refuses to chase Jerry as usual, so the latter decides something should be done about it. He lures an alley cat into the presence of the pretty one, and he falls as hard as Tom. From then on it is a battle to the finish between the rivals. When Tom loses out, Jerry is happy again, but only for a moment, as he meets up with a beautiful female mouse, and is hit in the heart just as bad as Tom was. GOOD. (W-562).

THE TERRY BEARS IN GROWING PAINS. 20th Century-Fox—Terrytoons. 7m. Papa Bear, after seeing a television commercial, decides to try gardening, but has all kinds of trouble. The youngsters give him speedy-grow instead of weed-killer, and the weeds thrive on it. The worms attack the tomatoes. Anti-worm spray engulfs Papa Bear, and he goes on a destructive spree. Papa Bear, bandaged and in his easy chair, sees the same gardening commercial on television. He opens the TV set, and throttles the announcer. FAIR. (5326).

TOOT, WHISTLE, PLUNK, AND BOOM. Walt Disney—Adventure in Music. 10m. This first cartoon in CinemaScope with color by Technicolor is filled with information, music, comedy, and nonsense. It delves into the origin and development of musical instruments from the days when cavemen made with toots, whistles, and thumps on crude instruments to get rough unmusical sounds. Each instrument is followed through its various periods of refinement in a class presided over by the owlish professor, seen in the previous entry in the series, "Melody", made in 3-D by Disney. The wide-screen is used to advantage by the Disney staff with varied and sundry filling. It should make for an engaging and offbeat entertainment to be combined well with CinemaScope features. EXCELLENT.

TWO LITTLE INDIANS. MGM—Cartoons. 6½m. Scoutmaster Jerry takes two orphan mice, who fancy themselves wild Indians, on a hike. The trio runs afoul of Tom, and Jerry is captured. The two little Indians, however, wage a successful campaign, and Tom winds up defeated and scalped. There are several amusing sequences and quite a few chuckles enroute. GOOD. (W-533).

ZIPPING ALONG. Warners—Merrie Melodies. 7m. A road runner and a coyote take on the cat and mouse positions in this chase along the highways. Since Coyotes are supposed to eat road runners, one shaggy member of that group sets out to catch a champion road runner, but the emaciated coyote is too slow for his own good, and all his schemes backfire. The poor animal ends up still hungry. FAIR. (1702).

Commercial

THE TELEPHONE GOES TO CAMP. Bell Telephone Company. 13m. Personal telephone service for G.I.s is described via several human interest stories told by an operator at an army camp. Some are funny, some are sad, and shown also is the good job the telephone company is doing keeping servicemen near their loved ones. This is obviously a free subject. GOOD.

Musical

SONG WITHOUT WORDS. 12m. IFE. The canals of Venice provide background for the music of Felix Mendelsohn. The camera roams over landmarks of Venice and the famous works of art. The unusually effective camerawork provides some beautiful closeups and water reflections. This is high rating for the art spots. EXCELLENT.

Novelty

BRONCS AND BRANDS. Paramount—Headliner Champion Reissues. 9m. When first reviewed in THE SERVICESECTION in November, 1944, it was said: "In swell photography are seen horse raising in Montana, with excellent shots of the

thundering herd at round-up times, a cattle round-up, and the Blackfeet Roundup and rodeo at Browning, Mont. GOOD." (This was originally of the series known as "Grantland Rice Sportlights.") (A13-6).

BUNDLE FROM BRAZIL. Paramount—Headliner Champions. 11m. When first reviewed in THE SERVICESECTION in January, 1948, it was said: "Red Barber receives a coati-mundi, or ant bear, from some South American friends. He makes the mistake of letting the animal wander aimlessly about his house. His wanderings take him to the kitchen, where he proceeds to mess up the room, Barber's studio, and various other sections of the house, where he continues to display his destructiveness. When another comes, and five more as a result, Barber gives up. GOOD." (A13-5). (This was originally of the "Pacemaker" series.)

FILM ANTICS. MGM—Pete Smith Specialties. 9m. Children and animals are the stars of this subject, which trains the eye of the camera on the tots of today and their animal friends. Some of the poses point up the humorous side of humans and their four-legged pals. GOOD. (S-555).

IT WOULD SERVE 'EM RIGHT. MGM—Pete Smith Specialties. 10m. When Dave O'Brien, known here as Chris Crusty, tries to show off around the neighborhood and to his friend next door, Harry T. Underdog, things usually end up with friend Underdog getting a dirty deal. However, the turn of the tables enables the meek Underdog to take the upper hand, and Crusty is dealt a few deflating blows. GOOD. (S-551).

LANDLORDING IT. MGM—Pete Smith Specialties. 9m. This is dedicated to the landlords of America. As a prototype of this group is taken the typical Silas Q. Softheart, who, as a landlord of a house, must contend with somewhat peculiar behavior of an amateur chemist. With an unusual amount of patience this dogooder gets into a number of unpleasant situations, including a head lock from one masked lady wrestler, whom he finds mysteriously in one of his apartments. GOOD. (S-553).

MOTOR RHYTHM. RKO—3-D Color Special. 8m. This novelty Pathe Color short in 3-D simulates the manufacture of an automobile, using a number of photographic tricks conceived and directed by John A. Nordling. On the bare stage come, dancing to the regular beat of the music, the automotive parts which find their own particular places in the mechanism. The impression is something similar to an animated cartoon. This is interesting for the novelty of the idea and the 3-D techniques. GOOD. (44401).

ROWDY RACCOONS. Paramount—Toppers. 10m. Some playful raccoons pester a perching owl, and investigate an unfriendly porcupine. They finally come upon a hunting camp, and have loads of fun. When they find an appetizing lemon merangue pie, they attack, which is sure to provide loads of laughs. EXCELLENT. (M13-1).

THE SPIRIT OF SEVENTY. Paramount—Pacemakers. 9m. Life begins at 70 for the oldsters of St. Petersburg, Fla. They are able to find diversions, including music, shuffleboard, checkers, etc., all provided by the thinking of city planners. The "kids" vs. "kubs" baseball game always draws a big crowd. EXCELLENT. (K13-1).

THIS IS LIVING. MGM—Pete Smith Specialties. 9m. Although people may complain of routine in the pursuit of a living, there are some people whose jobs still would appear to the average person as undesirable. Some of these excitingly employed people are seen earning their bread and butter. GOOD. (S-552).

THE THREE BIG BEARS. Columbia—Animal Cavalcades. 7m. Jimmy Welde and his three trained bears do their feats before the cameras while jokester Morey Amsterdam keeps up a running commentary. The bears do their exacting chores on bicycles, rolling drums, etc. FAIR. (5654).

TRY AND CATCH ME. Paramount—Headliner Champions. 9m. When first reviewed in THE SERVICESECTION in April, 1947, it was said: "Rudy, the raccoon, opens the day looking for some breakfast, and doesn't take long to locate an egg. When it is reported to the owner that the raccoon has been around, the owner quickly organizes a posse. After a search, which sees Rudy get away, the hounds finally get him up a tree, but Rusty escapes. A good narration is offered by Red Barber. GOOD." (A13-3). (This was originally of the "Pacemaker" series.)

WHO'S WHO IN ANIMAL LAND. Paramount—Headliner Champion Reissues. 9m. When first reviewed in THE SERVICESECTION in December, 1944, it was said: "Pawing through the pages of the animal blue book, one meets the king of beasts, a union elephant, who claims membership in the 'A.F. of Elephants', and a chinchilla, who can get fur wholesale. Other animals contributing to the usual fun are a monkey, alpaca, buffalo, skunk, jackass, goat, and orang-outang. EXCELLENT." (This was originally of the series known as "Speaking Of Animals.") (A13-4).

Sports

BILLIARD AND BOWLING CHAMPS. Columbia—World Of Sports. 10m. Some remarkable pocket billiard shots are seen as Willie Mosconi demonstrates his skill. Willie Hoppe is also present to exhibit his control and timing with five and six cushion shots culminated by a billiard. The late Joey Falcara also shows off some of his trick shots down the bowling alleys with some spectacular split shots. GOOD. (5508).

ROCKY MOUNTAIN RIVER THRILLS. Paramount—Grantland Rice Sportlights. 9m. High in the Rocky Mountains of Colorado where the Arkansas River has its source, there runs for 75 miles the stream that finally goes into the Mississippi. Each year, a boat race is run, and one such race has 13 contestants beginning. Many of the entrants are upset, but five men manage to finish with the two German entrants coming in first. GOOD. (R13-1).

TIMBER ATHLETES. Paramount—Headliner Champions. 9m. When first reviewed in THE SERVICESECTION in September, 1942, it was said: "This ties in the use of timber by athletes such as bats for ball players, sticks for hockey players, diving boards for aquatic stars, etc., and winds up showing lumberjacks whom it is claimed are the real timber athletes. It is interesting, but not very exciting. FAIR." (This was originally of the series known as "Grantland Rice Sportlights.") (A13-2).

TUNA. Paramount—Headliner Champions. 10m. When first reviewed in THE SERVICESECTION in November, 1937, it was said: "Here are some of the most thrilling and amazing fishing shots made. The cameraman is aboard a tuna fishing boat in the Galapagos Islands. The fishermen

(Continued on page 3624)

ALPHABETICAL GUIDE To 89 Features Reviewed Since The Sept. 9 Issue

(This index covers features reviewed thus far during the 1953-54 season in addition to features of the 1952-53 season reviewed after the issue of Sept. 9, 1953.—Ed.)

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from page 3623)

fish with single poles for 40-pound tuna; then two on a pole fish for 100-pounders, and, finally, three on a pole land 200-pounders. They fish furiously, landing a fish as fast as the eye can record, at the rate of 60 a minute, an amazing spectacle, and one that will have every fisherman in the vast fraternity on his seat's edge, and gasping. This is something to build, for the people who fish are legion, for fishing is America's national sport. Justin Herman's commentary, narrated by Alois Havrilla, is thoroughly competent. EXCELLENT." (This was issued in the "Paragraphic" series. (A13-1).

Color Travel

ALOHA NUI. Carl Dudley—Vistarama Featurette. 12m. This wide-screen Hawaiian travelogue featurette photographed

in the new Eastman color film in the new Vistarama process by Edwin C. Olsen is a beautiful, interesting film. The quality of this wide-screen process and the projection technique lends new and startling beauty to old and familiar scenes, while shots of surf riding at Waikiki Beach, Honolulu, have never been captured so vividly. Any theatre using wide-screens can use this as a program highlight. From a viewer's point of view, this is definitely a quality process. It was written, directed, and produced by Carl Dudley. EXCELLENT.

SIENA, CITY OF THE PALIO. 12m. IFE. In Ferraniacolor, this shows the old city of Siena, Italy, the scene of a colorful annual horse race which dates back to feudal times. A certain number of the town's districts take part, and each team is dressed in colorful array. The winner

gets possession of the 300-year-old banner. The victors proceed to celebrate in an all-night party with fireworks. GOOD.

Topical

USSR TODAY No. 18. Artkino. 10m. Another Soviet Newsreel documentary, this shows an Academy of Science meeting, where delegates from all over the Soviet gather to exchange scientific knowledge. Seen, too, is the work being done in the construction of the South Siberian Railroad to span Asia. The process of beer-making also comes in for a few shots. A novel idea in children's playgrounds is the miniature railroad constructed in one of Russia's small towns, where children actually man the pint size locomotive, and do some traveling. The final episode shows the preparations made for a forthcoming youth festival in Bucharest. GOOD.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPT. Mexican Manhunt G. Brent, K. Shorpe The Fighting Lawman W. Morris, V. Gray, J. Kellogg The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, V. Miles (Color) (Reissue) OCT. Hot News S. Clements, G. Henry Jennifer I. Lupino, H. Duff The Yellow Balloon A. Roy, K. Ryan (English-made)	SEPT. From Here To Eternity M. Cliff, B. Lancaster, D. Kerr Sky Commando D. Duryeo Saginaw Trail, W G. Autry The Untamed Breed S. Tufts (Reissue) China Venture E. O'Brien, J. Brande Conquest Of Cochise J. Hodiak, J. Poge (Technicolor) OCT. The Big Heat G. Ford, G. Grahame Slaves of Babylon R. Conte, L. Christian (Technicolor) Combat Squad J. Ireland, L. McCollister	SEPT. Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Base D. Martell, R. Ford, H. Rorke Shadow Man C. Romero OCT. Undercover Agent D. Walsh, H. Court (English-made) The Man From Cairo G. Raft, G. M. Canale (Made in Europe) The Fighting Men Special cast Sins Of Jezebel P. Goddard, G. Nader (AnsoColor)	SEPT. (1953-54) Half A Hero R. Skelton, J. Hogen, P. Bergen Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright OCT. Megambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnsoColor) Torch Song J. Crawford, M. Wilding (Technicolor)	SEPT. Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed OCT. The War Of The Worlds G. Barry, A. Robinson (Technicolor) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Made in France) Those Redheads From Seattle J. Payne, R. Fleming, G. Mitchell (Technicolor) (3-D) NOV. All The Brothers Were Valiant R. Taylor, S. Granger, A. Blyth (Technicolor) Kiss Me Kate K. Grayson, H. Keel, A. Miller (AnsoColor) (3-D) (2-D)	SEPT. Top Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue) OCT. Appointment In Honduras G. Ford, A. Sheridan, Z. Scott (Color) Decameron Nights J. Fontaine, L. Jourdan (Technicolor) Follow The Fleet F. Astaire, G. Rogers, R. Scott (Reissue) Out Of The Past R. Mitchum, J. Greer, K. Douglas (Reissue)	SEPT. El Paso Stampede, W A. Lone, E. Waller, P. Cootes Trent's Last Case M. Wilding, M. Lockwood, O. Welles (English-made) OCT. Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W R. Allen, S. Pickens, J. Cooper	SEPT. City Of Bad Men J. Croin, D. Robertson (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Coiten, J. Peters Broken Arrow J. Stewart (Technicolor) (Reissue) I Was A Male War Bride C. Grant (Reissue)	SEPT. Sabre Jet R. Stack, C. Gray (Cinecolor) 99 River Street J. Payne, E. Keyes (Small) The Joe Louis Story P. Stewart (Silliphant) The Fake D. O'Keefe, C. Gray (Pollos) (Made in England) Donovan's Brain L. Ayres, N. Davis (Dowling) No Escape L. Ayres, S. Tufts (Matthugh)	SEPT. The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technicolor) Wings Of The Hawk V. Heffin, J. Adams (Technicolor) (3-D and 2-D) The Golden Blade R. Hudson, P. Laurie (Technicolor) Desperate Moment D. Bogarde, M. Zetterling (English-made) (Rank)	SEPT. Island In The Sky J. Wayne, L. Nolan, A. Devine The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technicolor) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D)
NOV. Texas Badman W. Morris, E. Riley Fighter Attack S. Hayden, J. Page (Color)	NOV. Gun Fury R. Hudson, D. Reed, R. Haynes (Technicolor) (3-D) Prisoners Of The Casbah G. Grahame, C. Romero, T. Bey (Technicolor) Paris Model M. Maxwell, P. Goddard, T. Conway Last Of The Pony Riders, W. G. Autry, S. Burnette, K. Case	NOV. Flight Nurse J. Leslie, F. Tucker Marry Me Again M. Wilson, R. Cummings, R. Walker Louisiana Territory V. Winter, L. Zinzer (Pathe Color) (3-D) Botany Bay A. Lodd, J. Mason, P. Medina (Technicolor) Cease Fire Korean war film (3-D)	NOV. How To Marry A Millionaire B. Grable, M. Monroe, L. Bacall, R. Calhoun (Technicolor) (CinemaScope) Captain John Smith and Pocahontas A. Dexter, J. Lawrence, A. Hale, Jr. (Color) (3-D) (Wisberg-Pollexfen) Song Of The Land Nature Documentary (Color) (Harrison-Roberts)	NOV. Shark River S. Cochran, C. Mattheus, W. Stevens (Color) (Rawlins) Captain John Smith and Pocahontas A. Dexter, J. Lawrence, A. Hale, Jr. (Color) (3-D) (Wisberg-Pollexfen) Song Of The Land Nature Documentary (Color) (Harrison-Roberts)	NOV. The Glass Web E. G. Robinson, J. Forsythe, K. Hughes (3-D) Back To God's Country R. Hudson, S. Cochran, M. Henderson (Technicolor) The Veils Of Bagdad V. Mature, M. Blanchard, G. Rolfe (Technicolor) Something Money Can't Buy A. Steel, P. Roc (English-made) (Rank)	NOV. Calamity Jane D. Day, H. Keel, G. Nelson (Technicolor) Hondo J. Wayne, G. Page (WarnerColor) (3-D) The Treasure Of Sierra Madre H. Bogart, W. Huston (Reissue) Key Largo H. Bogart, L. Bacall (Reissue)	NOV. The All-American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technicolor) The Trifield S. Holloway, G. Relph (Technicolor) (English-made) (Rank)	NOV. The Glass Web E. G. Robinson, J. Forsythe, K. Hughes (3-D) Back To God's Country R. Hudson, S. Cochran, M. Henderson (Technicolor) The Veils Of Bagdad V. Mature, M. Blanchard, G. Rolfe (Technicolor) Something Money Can't Buy A. Steel, P. Roc (English-made) (Rank)	NOV. The All-American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technicolor) The Trifield S. Holloway, G. Relph (Technicolor) (English-made) (Rank)	NOV. Calamity Jane D. Day, H. Keel, G. Nelson (Technicolor) Hondo J. Wayne, G. Page (WarnerColor) (3-D) The Treasure Of Sierra Madre H. Bogart, W. Huston (Reissue) Key Largo H. Bogart, L. Bacall (Reissue)

OBSERVANCES
 Oct. 12—Columbus Day
 Oct. 31—Halloween
 Nov. 3—Election Day
 Nov. 11—Armistice Day
 Nov. 26—Thanksgiving

REALART
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 Pittsburgh—J. Wayne, M. Deitrich (Reissue)
 Gung Ho—R. Scott, R. Mitchum (Reissue)
 Green Hell—D. Fairbanks, Jr., J. Bennett (Reissue)

Oct.—Eagle Squadron—R. Stack, D. Barrymore (Reissue)
 Keep 'Em Flying—Abbott and Costello (Reissue)
 Buck Privates—Abbott and Costello (Reissue)



Bert Nathan, Theatre Popcorn Vending, Brooklyn, N. Y., Program Chairman

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OCTOBER 11-12-13-14, 1953

Conrad Hilton Hotel — Chicago, Illinois

SIX 2-1/2 HOUR SESSIONS, DEVOTED TO POPCORN
CANDY, SOFT DRINKS, ICE CREAM!

DRIVE-IN OPERATION TOO!

HEAR AND PARTICIPATE WITH THESE INDUSTRY DISCUSSION LEADERS!

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Herb Hahn, United Paramount Theatres
Nat Buchman, American Theatre Supply Corp.
Lee Koken, R.K.O. Theatres
Irving Mack, Filmack Corp.
Mortie Marks, Jefferson Amusement Co.
Carl Siegel, Warner Bros.
Abe Bloom, Balaban & Katz Corp.
Barry Allen, Premier Operating Co.
Harold Newman, Century Theatres
Spiro J. Papas, Keno Family Theatres
James Loeb, Walter Reade Theatres
James Hoover, Martin Theatres

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BERT NATHAN, THEATRE POPCORN VENDING
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Popcorn and Concession Exhibition

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**National Association of
Popcorn Manufacture**

110 North Franklin Street, Chicago 6, Illinois

EXHIBIT



**EVERYWHERE
THE
MODERN MIRACLE
OF
CINEMASCOPE**

YOU SEE IT WITHOUT GLASSES

**IS PLAYING TO THE
GREATEST GROSSES
IN ENTERTAINMENT
HISTORY!**



50 Number 24 OCTOBER 14, 1953
Sections: Section One

AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

ERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

ing PHYSICAL THEATRE - EXTRA PROFITS

NOT SINCE THE BOSTON TEA PARTY was there such hubbub in the Hub!



First, America's Famed Showmen Took Over Boston!

NATIONAL ALLIED CONVENTION

It was the Great Independent Theatre Event of the year, the largest assemblage of leading theatre owners in the distinguished history of Allied.

Next Those Battling Brothers Come To Boston!

"ALL THE BROTHERS WERE VALIANT" (Technicolor)

Just what the public wants in action-romance! Brother against brother for a beautiful bride. Fight with monsters of the deep! The Pearl Fortune! South Sea Idyll! Mutiny at sea! It's got everything plus great cast: Robert Taylor, Stewart Granger, Ann Blyth and many more!



Then Boston Gets The Year's Sensation!

"MOGAMBO" (Technicolor)

Biggest (except "Quo Vadis" and "Ivanhoe") in Frisco, New Orleans, Cleveland. Tops "King Solomon's Mines" at Music Hall, N. Y. right in the middle of World Series competition. Clark Gable, Ava Gardner and cast of thousands. It's Mogamboxoffice!



The Boston Party Goes On and On!

"KISS ME KATE" (Anso Color)

At last! The famed musical hit of two continents comes to the screen with its glorious musical score, its romance and hilarity. Kathryn Grayson, Howard Keel, Ann Miller head the talent-happy cast.





THEN there is the exhibitor in a small town who decided not to put in 3-D, but who took an ad to tell his patrons to go to a theatre in a neighboring community to see the third-dimensional films if they were that curious about them.



WHEN a theatre in a small midwestern town closed, the Chamber of Commerce lent financial assistance to its reopening, doing it as a public service.



SOME BURGLARS who broke into a cigarette machine in a southern drive-in were surprised to find this note: "Note to burglar—emptied every night. Tell your friends, too.—The management."



WHEN some gunmen held up a western open-airer, the name of the attraction was "Shoot First".



WHEN bumper strips given away by drive-ins began to be ripped off, an eastern drive-in manager offered a free pass to drivers who came to the open-airer with strips intact.



WHEN A THEATRE in the southwest closed after 28 years, the management had a farewell party at which patrons were given free admission, drinks, cake, and presents.



THE TECHNIQUE changes with the times. An aide at a midwestern drive-in told occupants of a car, "Any more noise from this car, and I'll tow you out."

—H. M. M.

I N D E X

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THE COVER PHOTO

Alfred Starr, president, Theatre Owners of America, will be a key figure at the organization's 1953 convention, to be held at the Conrad Hilton Hotel, Chicago, on Nov. 1-5 in conjunction with the banner TESMA-TEDA trade show.

EXHIBITOR

VOLUME 50, NUMBER 24



OCTOBER 14, 1953

The Scene Shifts To Chicago

WITH Allied States Association now committed to a definite plan of action, the scene will soon shift to Chicago where the Theatre Owners of America will hold its annual convention on Nov. 1-5, combined with the TESMA-TEDA trade show and meetings.

ONCE AGAIN, the trade has an opportunity to participate in a three-way, all-industry convention at the Conrad Hilton Hotel, and this year, because of the tremendous advance in new processes, interest is higher than ever.

TOA PRESIDENT ALFRED STARR declares that the heavy advance registration and the keen interest being shown by theatre-men throughout the nation clearly indicate that the convention and trade show should be the greatest ever, and since the latter was sold out long ago, there will be plenty to see along equipment lines.

IN ADDITION, trade practices will, as always, receive a great share of attention, and the agenda is being planned that anyone attending will have an opportunity to take in everything.

THE LEADERS of TESMA and TEDA, gratified over the success of the three-way convention last year in which Allied States Association participated, also expect big things.

EVERY EXHIBITOR who wants to benefit himself or his theatre should try to get to Chicago.

TRUE, the expense budgets of the little fellows aren't as expansive as some of his big city brethren, but this comes under the heading of a "must," a chance to see for themselves at the trade show and to hear for themselves at the TOA meetings.

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*Stolen Nights of Pagan Pleasure!
Wild Days of Reckless Adventure!*
...in the sin-city of the world!

Universal-International presents

**VICTOR MATURE
MARI BLANCHARD**

When Antar, Prince of Rogues...defied the desert's barbaric hordes for the lips of Bagdad's exotic love prize!

**THE
VELLS
OF
BAGDAD**

COLOR BY

TECHNICOLOR

with **VIRGINIA FIELD**

GUY ROLFE • JAMES ARNESS • PALMER LEE • NICK CRAVAT

DIRECTED BY GEORGE SHERMAN • STORY AND SCREENPLAY BY WILLIAM R. COX • PRODUCED BY ALBERT J. COHEN • A UNIVERSAL-INTERNATIONAL PICTURE



"...Pictures with that Universal appeal"



SCENES SUCH AS THIS ONE OF THEATREMEN ATTENDING AN EQUIPMENT EXHIBIT WILL BE FEATURES OF TOA'S CONVENTION IN CHICAGO.

Every Exhibitor's Attendance Is Vital

The TOA Convention, Nov. 1-5, Combined With The TESMA-TEDA Show, Makes Chicago A Magnet



David Wallerstein, Chicago, is chairman of TOA's 1953 convention and trade show on Nov. 1-5, along with the TESMA-TEDA conferences.

CINEMASCOPE, 3-D, Cinerama, stereophonic sound, panoramic screens—all were words without much meaning the last time President Alfred Starr called a convention session of Theatre Owners of America to order. But today, as another convention nears and TOA is preparing to welcome an anticipated record throng of exhibitors to sessions at the Conrad Hilton Hotel, Chicago, on Nov. 1-5, combined this year with the TESMA-TEDA trade show, they will mean much in the discussions.

New production and exhibition devices have given the industry unprecedented promise of a fruitful future, but uncertainty and confusion still exist, and it is for that reason TOA looks forward to its most exciting convention to date.

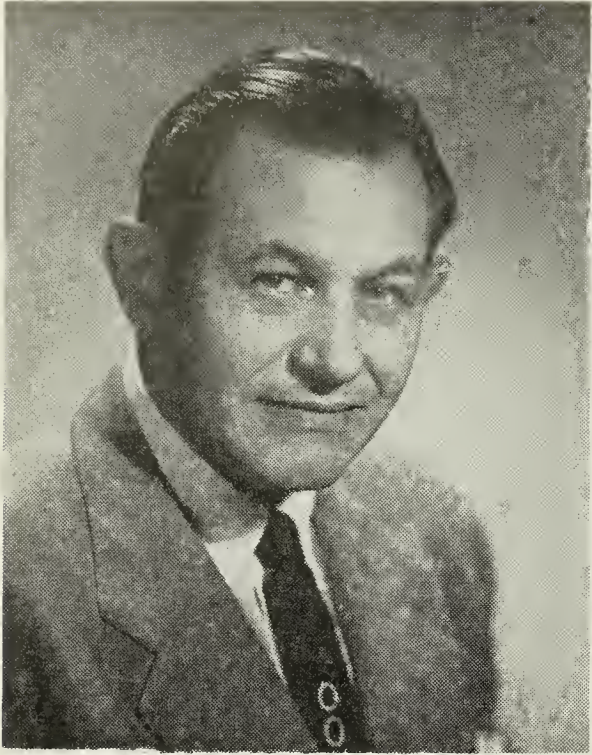
Exhibitors, producers, and distributors will exchange views centered around the revolutionary developments of the past year, and the 1953 trade show will display

the latest and most modern equipment so vitally important to the theatres of today.

Starr and Alfred Wallerstein, convention chairman, have arranged an agenda to give every member ample time to gain the most from business meetings, trade shows, and entertainment, with preferred treatment for the ladies.

On hand will be such prominent TOA personalities as Charles P. Skouras, chairman of the board; S. H. Fabian, treasurer; Walter Reade, Jr., executive vice-president; Albert M. Pickus, secretary; vice-presidents E. D. Martin, Pat McGee, John Rowley, Roy Cooper, and Myron Blank, and others, all of whom have been in the foreground as far as trade developments are concerned.

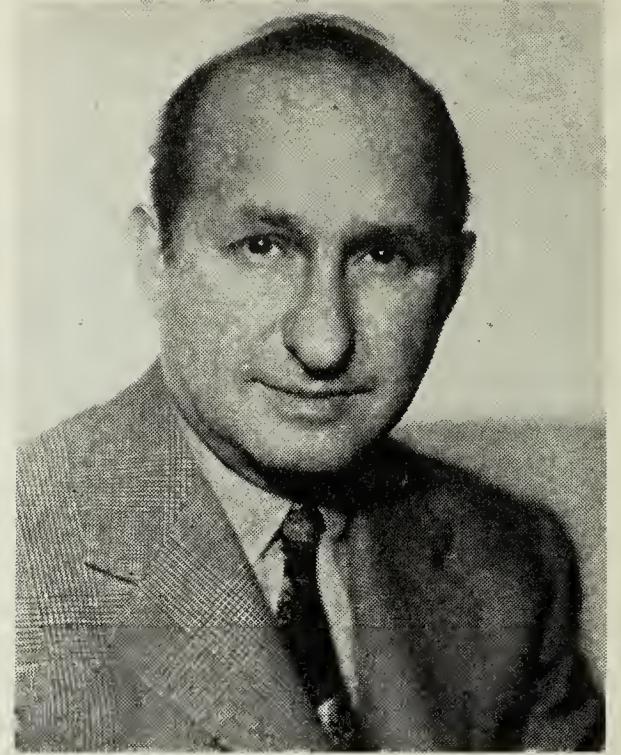
The trade show, in combination with TESMA-TEDA, will be the most complete in industry history, with 101 companies manning 144 booths vying for attention.



Joseph J. Zaro, Nashville, Tenn., chairman, TOA theatre equipment and accessories committee, will be a busy delegate at the forthcoming meet.



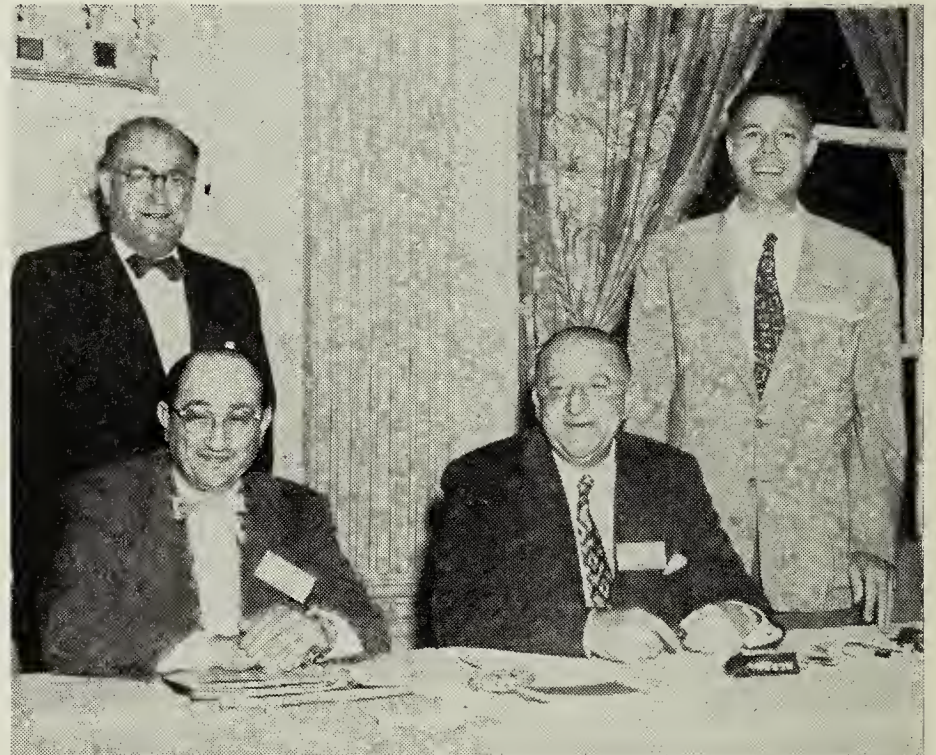
Arthur H. Lockwood, Sam Pinanski, and Charles P. Skouras will figure prominently at the TOA convention in the spacious Conrad Hilton Hotel.



John Balaban, Chicago, is honorary chairman of the 1953 affair, which figures to draw record crowds to its business and equipment sessions.



Seen at a past meeting are, standing, Ed Zorn, Pontiac, Mich., and E. D. Martin, Columbus, Ga., and seated, left to right, Gus Metzger, Springfield, Ill.; Al Pickus, Stratford, Conn.; Bob Livingston, and Pat McGee.



Also sure to be at the convention are, seated, Emanuel Frisch, Metropolitan Theatres, and S. H. Fabian, TOA treasurer, and standing, Herman M. Levy, TOA general counsel, and Walter Reade, Jr., executive vice-president.



Also active in the exhibitor organization are, left to right, Mitchell Wolfson, former president; Elmer C. Rhoden, chairman, public relations committee; Robert J. O'Donnell, and Myron H. Blank, research chairman.



Seen are probable conventioners including, seated, left to right, Morris Lowenstein, Oklahoma City; Nat Williams, Thomasville, Ga., and J. J. O'leary, Scarnton, Pa., and standing, Levy, and W. F. Ruffin, Tennessee.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Deaths

Mary McCaffrey, former talent assistant for RKO, dies (page 20).

Distribution

Paramount sales executives are holding a week-long meeting in New York City in the interests of the "Adolph Zukor Golden Jubilee Drive" (page 7).

20th Century-Fox, at its New York sales meeting, announces that it will release 12 features between October and February; the meeting also hears from top executives (page 16).

Dore Schary declares that there will be plenty of pictures from MGM in the new season as he reveals a list of films contemplated, in production, and finished (page 20).

Exhibition

In a three-day convention at Boston, Allied States Association hears trade chiefs, speaks its piece on many industry problems, and winds up with a declaration that any industry system of arbitration must arbitrate film rentals, prohibit some pre-releases, and prohibit competitive bidding except on exhibitor request (pages 10, 22, and 23).

International

Receipts in Canada are progressing at a fast pace (page 14).

RKO President James R. Grainger reports on his European trip (page 14).

Further deals are being made with Italian producers (page 18).

Mel Konecuff

Some observations by Allied Artists' Steve Broidy, a review of the production plans of Walt Disney, South Sea Island atmosphere, a note on the SMPTE convention, and a report by Ben Schlanger on a theatre survey are covered (pages 7 and 24).

Organizations

The program for the TEDA-TESMA meeting in Chicago next month is outlined (page 10).

Technical

The SMPTE, meeting in New York for five days, hears technical chiefs, awards honors, and brings the industry up-to-date (page 12).

Columbia makes a deal to use a single strip 3-D system (page 20).

Theatre Television Associates withdraws from a boxing series, but Leo Rosen will continue on his own (page 16).

Paramount Sales Execs In Week-Long Meeting

NEW YORK—A week-long meeting of Paramount division managers and home office executives started on Oct. 12.

Progress of the "Adolph Zukor Golden Jubilee Salute," Paramount's all-out 14-week sales drive honoring its board chairman, was discussed at the meeting, and special sessions dealing with advertising, publicity, and exploitation were conducted by Jerry Pickman, vice-president.

"Robe", Other Films Head Broadway List

NEW YORK—"The Robe", Roxy, was still leading the Broadway first-runs, but surprising strength was manifested by a few other spots, particularly Radio City Music Hall, Rivoli, and Capitol. Other houses did not fare as well.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE ROBE" (20th-Fox). Roxy with this CinemaScope attraction claimed \$131,000 for Thursday through Sunday, with the fourth week sure to hit \$181,000.

"BLOWING WILD" (WB). Paramount, with stage show, claimed \$63,000 for the opening week.

"MOGAMBO" (MGM). Radio City Music Hall, with stage show, announced \$91,000 was taken in from Thursday through Sunday, with the second week sure to tally \$150,000.

"DEVIL'S CANYON" (RKO). Criterion with this 3-D attraction expected the second, and last, week to hit \$12,000.

"LITTLE BOY LOST" (Para.). Rivoli reported \$40,000 for the third week.

"DANGEROUS CROSSING" (20th-Fox). Globe claimed \$9,000 for the second, and last, week.

"THE CADDY" (Para.). Mayfair was heading toward \$19,500 on fourth week.

"STALAG 17" (Para.). Astor expected the 15th, and last, week to tally \$18,500.

"THOSE REDHEADS FROM SEATTLE" (Para.). Loew's State claimed the second, and last, week of this 3-D film would tally \$13,000.

"FROM HERE TO ETERNITY" (Col.). Capitol was sure to go above \$65,000 on the 10th week.

"THE MOON IS BLUE" (UA). Victoria expected the 15th week to reach \$18,000, an increase over the previous week.

TESMA-TEDA Program Revealed

CHICAGO—Highlights of the TESMA-TEDA program in connection with the annual convention from Nov. 1-5 were disclosed last week.

Included are board meetings on Nov. 1, a demonstration of Cinerama at the Palace on Nov. 2, the TESMA breakfast and annual meeting, TEDA breakfast and annual meeting, and TEDA-TESMA Jamboree on Nov. 3, TESMA-TEDA theatre equipment and new processes forum on Nov. 4, cocktail and TOA banquet on Nov. 5, and TESMA board meeting on Nov. 9.

The ladies' program is highlighted by a tea on Nov. 1, the Cinerama showing on Nov. 2, luncheon and Jamboree on Nov. 3, special tours on Nov. 4, and buffet breakfast, cocktail hour, and banquet on Nov. 5.

New York News Letter

— By Mel Konecuff —

STEVE BROIDY, Allied Artists president, returned last week from a trip abroad and made several announcements. He reported AA operating profitably, that



KONECOFF

it had some pretty good pictures, that it was encountering little opposition in its market, that the future should see the company making bigger pictures to go along with the smaller product, and that he will go along with the demands of the market, keeping the program flexible enough to give

exhibitors what they need. It will be a comparatively easy step to drop the low budget films if necessary to make middle-bracket films, he said.

If a product shortage should develop, as discussed in some quarters, he felt that AA stood ready with a proper amount of "bread and butter" pictures to keep exhibitors going. For the 1953-54 season, Allied Artists will release a minimum of 35 pictures, all of which are practically completed, and others can easily be added. At least eight of these will be in color, and one will be in CinemaScope as an additional release.

The company head also took the opportunity to announce the affiliation of Roy M. Brewer, former IATSE international representative at the studios, as his executive assistant. Broidy felt that he could assist materially in the plans for the future of the company and paid high tribute to Brewer and his works in coast labor circles.

PRODUCTION FUTURE: Walt Disney enters the production and distribution scene in a big way with the announcement by Leo Samuels, general sales manager, that the organization will release 14 features over the next two and half years plus the usual yearly quota of 16 cartoon short subjects. CinemaScope plays a big part in the schedule, and a number will be released by the Disney organization itself instead of through regular distribution channels.

Here is a breakdown on what can be expected: Under major live-action features will be: "Rob Roy", already completed, to be released in February; "The Colorado Expedition", being readied now in CinemaScope for possible release in June; "20,000 Leagues Under The Sea", to be filmed in CinemaScope for release next November, coupled with the first Donald Duck cartoon in CinemaScope,

(Continued on page 24)

RIGHT

NOW!

**20th Century-Fox has everything
to fill your needs with these
great boxoffice attractions!**



THERE'S NO BUSINESS
LIKE **20** BUSINESS!
Century-Fox

Thrillers

**PICKUP ON
SOUTH STREET**

starring RICHARD WIDMARK
JEAN PETERS • THELMA RITTER

**MAN ON
A TIGHTROPE**

starring FREDRIC MARCH • TERRY MOORE
GLORIA GRAHAME • CAMERON MITCHELL

VICKI

starring JEANNE CRAIN • JEAN PETERS

NIAGARA

Technicolor

starring MARILYN MONROE
JOSEPH COTTEN • JEAN PETERS
Produced by Charles Brackett

INFERNO

Technicolor

starring ROBERT RYAN
RHONDA FLEMING • WILLIAM LUNDIGAN

**A BLUEPRINT
FOR MURDER**

JOSEPH COTTEN • JEAN PETERS
GARY MERRILL

**DANGEROUS
CROSSING**

starring
JEANNE CRAIN • MICHAEL RENNIE

Daphne du Maurier's
**MY COUSIN
RACHEL**

starring OLIVIA DE HAVILLAND
with RICHARD BURTON
Directed by Henry Koster

**INVADERS
FROM MARS**

in Color
An Edward L. Alperson Production

Musicals

**GENTLEMEN
PREFER BLONDES**

Technicolor
starring JANE RUSSELL
MARILYN MONROE • CHARLES COBURN

Irving
Berlin's **CALL
ME MADAM**

Technicolor
starring
ETHEL MERMAN • DONALD O'CONNOR
VERA ELLEN • GEORGE SANDERS

**THE GIRL
NEXT DOOR**

Technicolor
starring DAN DAILEY • JUNE HAYER

**THE FARMER
TAKES A WIFE**

Technicolor
starring BETTY GRABLE
From the Stage Play by Frank B. Elser,
and Marc Connelly • Based on the Novel
"Rome Haul" by Walter D. Edmonds

**TONIGHT
WE SING**

Technicolor

**THE I DON'T
CARE GIRL**

Technicolor
starring MITZI GAYNOR
DAVID WAYNE • OSCAR LEVANT

**DOWN AMONG
THE SHELTERING
PALMS** Technicolor

starring MITZI GAYNOR • DAVID WAYNE

**THE KID
FROM LEFT FIELD**

starring DAN DAILEY • ANNE BANCROFT

TAXI

starring DAN DAILEY • CONSTANCE SMITH

Dramas

**MR.
SCOUTMASTER**

starring CLIFTON WEBB

TITANIC

starring CLIFTON WEBB
BARBARA STANWYCK
Produced by Charles Brackett

RUBY GENTRY

starring JENNIFER JONES
CHARLTON HESTON • KARL MALDEN
A Bernhard-Vidor Production

**THY NEIGHBOR'S
WIFE**

starring CLEO MOORE • HUGO HAAS
A Hugo Haas Production

Irving Stone's
**THE PRESIDENT'S
LADY**

starring SUSAN HAYWARD
CHARLTON HESTON

THE STAR

starring BETTE DAVIS
A Bert E. Friedlob Production

**CITY OF
BAD MEN**

Technicolor
starring
JEANNE CRAIN • DALE ROBERTSON

POWDER RIVER

Technicolor
starring RORY CALHOUN
CORINNE CALVERT • CAMERON MITCHELL

**THE
SILVER WHIP**

starring DALE ROBERTSON
RORY CALHOUN • ROBERT WAGNER

Spectacles

Ernest Hemingway's
**THE SNOWS
OF KILIMANJARO**

Technicolor
starring GREGORY PECK
SUSAN HAYWARD • AVA GARDNER
Directed by Henry King

**WHITE
WITCH DOCTOR**

Technicolor
starring SUSAN HAYWARD
ROBERT MITCHUM

**THE THIEF
OF VENICE**

A Robert Haggard Production

Adventures

C. S. Forester's
**SAILOR
OF THE KING**

starring JEFFREY HUNTER
MICHAEL RENNIE • WENDY HILLER

**THE
GLORY BRIGADE**

starring VICTOR MATURE

**THE
DESERT RATS**

starring
RICHARD BURTON • ROBERT NEWTON
and JAMES MASON

**TREASURE OF THE
GOLDEN CONDOR**

Technicolor
starring
CORNEL WILDE • CONSTANCE SMITH
Based on a Novel by Edison Marshall

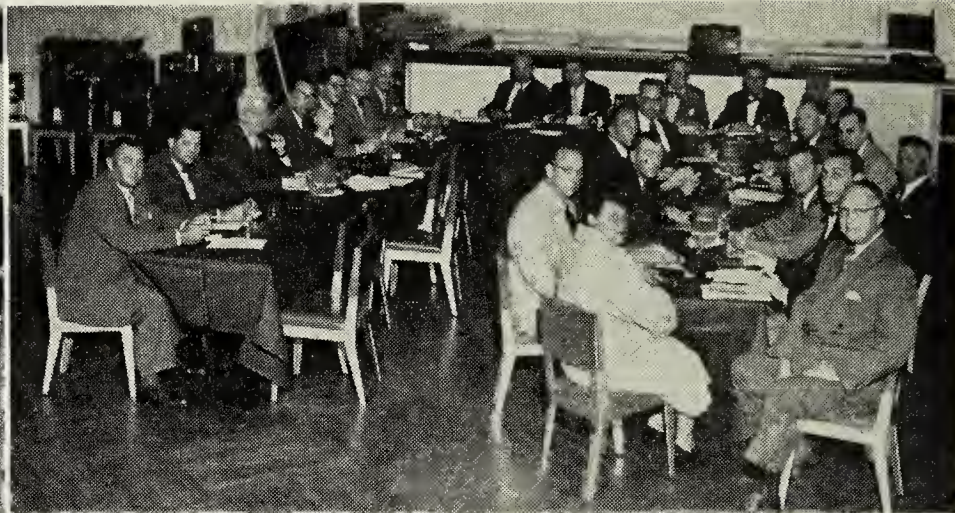
**DESTINATION
GOBI**

Technicolor
starring RICHARD WIDMARK





Seen at the recent board meeting of Allied States Association at the Sheraton Plaza Hotel, Boston, were, left to right, Ben Marcus, Milwaukee;



Wilbur Snaper, president; A. F. Myers, general counsel, and Stanley D. Kane, recording secretary; at right is a shot of the board at work.

Allied Holding Firm On Arb. Demands

Boston Annual Convention Wants Prices Included in System; Three-Day Meeting Covers Multitude Of Trade Matters, Tech. Problems

BOSTON—With the eyes of the industry upon it, Allied States Association last week held a three-day convention which ranked with the best ever recorded by the body.

Among the more important resolutions adopted by the meeting as it came to an end at the Sheraton Plaza Hotel were approval of the demands stated by the board as the price of "possible" Allied participation in an industry arbitration effort; an appeal for standardization of wide screens, including 20th-Fox's CinemaScope, at a two to one ratio; a request that subsequent run clearances be computed from the end of the "usual length" of a run in the prior theatre, and a call upon 20th-Fox to continue production of standard films during the transition period to CinemaScope as well as to test screens and sound systems other than those presently approved for CinemaScope exhibition.

The resolution on arbitration was adopted unanimously without debate, and indications were that the membership, as well as the board, saw no value in an arbitration system that did not arbitrate film rentals on a national scale, prohibit even a limited number of pre-releases, and prohibit competitive bidding except upon exhibitor request.

Allied members do not expect these demands to be even partially met by distributors, and they regard arbitration as no cure for their ills.

The request for screen size standardization, introduced by Sidney Samuelson, president, Eastern Pennsylvania Allied, also calls for standardization of stereophonic sound systems. The resolution for clearances for subsequent runs was aimed at the problem of availabilities for small theatres as affected by extended runs in prior theatres. The resolution on CinemaScope also asked 20th-Fox to consider releasing its productions on conventional film to drive-ins and theatres which can-

not be converted to CinemaScope, "on terms and conditions which will reasonably protect theatres playing such productions in CinemaScope."

All the resolutions were adopted unanimously, among them one decrying criticism of Abram Myers in the arbitration hassle.

Other resolutions adopted expressed the convention's thanks to New England Allied and its convention officials as hosts; to Colonel H. A. Cole for his services to the industry tax repeal campaign; to Trueman Rembusch, for his services as member of COMPO's governing triumvirate; to Rube Shor, West Virginia Allied, for his presentation before the Senate Small Business Committee of his advanced admission price case in connection with Walt Disney's "Peter Pan," and to Wilbur Snaper, National Allied president, for his contributions to the organization and handling of the convention.

Abe Berenson, New Orleans, reporting on the subsequent run clinics, told the convention that the consensus was that 3-D had worn out its novelty in the east and midwest, but is still strong in the south. He said only better films could save 3-D. The clinic felt a variety of techniques for the theatre was best, but that within this variety, there is room for standardization of essentials. Some equipment standardization was regarded as necessary to cut expenses of conversion to new techniques.

Irving Dollinger, reporting on small city first-runs, said that clinic showed most concern for film prices. It concluded that bidding should be avoided, if possible, by exhibitors, with the product split instead. His report predicted that the product shortage will become more acute because of the preponderance of extended runs and cut production schedules.

Julian Rifkin reported on drive-in clinics, revealing that equipment problems were in the forefront. Not much wide-screen success has been reported in the open airers, and 3-D can best be described as only partially successful. He warned drive-in operators to be extremely cautious in investing money in equipment for new processes. Opinion on competitive bidding varied, some in favor and some opposed. Rifkin said efforts to get advanced runs for drive-ins are not worth-

while at the great increase in film rentals demanded. "In the drive-in clinics," Rifkin said, "there was not so much wailing or complaining. Business has been good."

Nathan Yamins reported on large first-run clinics, which found competitive bidding "not on the level, crooked in fact." He charged that exhibitors are told what their competitor bid, what offer will obtain the picture, and that, at times, all bids are rejected and exhibitors told what to bid the next time. The clinics also advised splitting product rather than bidding for it. Yamins warned delegates to stay away from high percentage deals, saying the price of film was still more important than any of the new processes.

Leo Wolcott, Iowa-Nebraska Allied, reporting on small town clinics, said that 3-D has not done well in small towns, and also warned against competitive bidding. However, he reported considerable interest in the clinics in the Nord 3-D single strip process and wide-screens. His clinics also complained of recent films catering to a class, rather than a mass audience. Wolcott said the smalltown showman needs tax relief, good product at fair flat rentals, decent playdates, and new technical processes within their dollar limit. He urged exhibitors to better showmanship, better programming, and better theatre operation.

E. O. Wilschke, Altec Service Company, also addressed the convention and recommended a variety of presentation techniques. He said about three presentation forms would not be too costly and would be good for exhibition. He also said that 20th-Fox's CinemaScope was designed on sound economic facts, and that his company in its service operations has not encountered difficulties in theatres showing the four-track sound and picture on a single film. He calmed exhibitor worries over a lack of equipment, estimating that installations next year will meet the demands of many theatres, and product for the new techniques would be more plentiful.

William Carroll, executive secretary of Indiana Allied, and Robert Wile, executive secretary, Independent Theatre Owners of Ohio, concluded agreements with William Rosensohn, vice-president, Box-Office Television, Inc., under which

(Continued on page 22)

*A Landmark
in
Screen History...
20th Century-Fox's
First Picture*

in
CINEMASCOPE
"THE ROBE"

Color by TECHNICOLOR

TECHNICOLOR

IS THE REGISTERED TRADE-MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

SMPTE Hears Industry Technical Chiefs

Awards, Honors Presented To Scientists; Agreement Reached On Some Studio Working Standards

NEW YORK—The 74th semi-annual convention of the Society of Motion Picture and Television Engineers considered the important problem of setting up working standards for multi-track stereophonic sound systems; made its annual awards; and discussed other problems related to theatre television and new projection developments at the Hotel Statler this week.

The sessions were concluded on Oct. 9.

Herbert Barnett, president, addressing the opening session, sounded a warning to the industry that new techniques should not be used to sell "otherwise unsalable merchandise." He also said that the industry could not expect the new devices to carry it forever. He termed the current period the "most competitive era the motion picture has ever known" and emphasized that the industry must study its responsibility to the paying audience and not be lulled into a false sense of security by the early success of new techniques.

Barnett said that the new techniques could again raise motion pictures to a position of economic importance. He stressed the value of the independent exhibitor, explaining that the small houses shape the film-going habits of the public.

Henry J. Taylor, radio commentator, the co-featured luncheon speaker, discussed world conditions, especially the importance of Germany in the anti-Communist struggle.

Election results included Axel G. Jensen, Bell Telephone, engineering vice-president; Barton Kreuzer, RCA Victor Division, financial vice-president; George W. Colburn, George W. Colburn Laboratory, Inc., treasurer; F. N. Gillette and G. C. Misener, eastern district governors; R. O. Painter and R. H. Ray, central district governors, and L. D. Grignon and R. E. Lovell, western district governors.

W. B. Snow, acoustics consultant, delivered a paper on stereophonic sound, highlighting six types of sound systems. D. L. MacAdams, Eastman Kodak, delivered a paper on stereoscopic perceptions.

Others on the dais for the luncheon were John B. McCullough, MPAA; Edward S. Seeley, Altec; Henry J. Hood, Eastman; Barton Kreuzer, RCA; Frank E. Cahill, Jr., Warners; Ralph Hetzel, MPAA; John G. Frayne, Westrex; Earl G. Hines, General Precision Equipment; Peter Mole, Mole-Richardson Company; John W. Servies, National Theatre Supply; Norwood L. Simmons, Eastman Kodak; Jack Goetz, Republic, and Emerson Yorke, producer.

At the evening session, 13 scientists and engineers were honored for outstanding technical achievement. The Journal Award was shared by R. J. Spottiswoode, N. L. Spottiswoode, and Charles Smith, for a paper on 3-D principles. Also cited for



The newly elected officers of the Society of Motion Picture and Television Engineers are shown following the recent opening luncheon of the society's 74th semi-annual convention at the Statler Hotel, New York City. Left to right are new financial vice-president Barton Kreuzer, manager, theatre and industrial equipment, RCA Victor Division; engineering vice-president Axel G. Jensen, director, television research, Bell Telephone Laboratories, Inc., and treasurer George W. Colburn, George W. Colburn Laboratory, Inc. They were elected for two years as of Jan. 1.

outstanding technical papers were Willy Borberg, C. R. Carpenter, L. P. Greenhill, G. C. Higgins, L. A. Jones, Otto H. Schade, Norman Collins, and T. C. MacNamara.

The David Sarnoff Gold Medal Award went to Arthur V. Loughren, Hazeltine Corporation, "for his contributions to the development of compatible color television." Recipient of the Samuel S. Warner Memorial Award for outstanding technical contributions was Dr. W. W. Wetzel, Minnesota Mining and Manufacturing Company.

The annual SMPTE Progress Medal Award went to Fred Waller, chairman of the board, Cinerama, Inc., for his development of the Cinerama process.

The second day session featured efforts by industry engineers to establish tentative operating standards for multi-track magnetic sound reproduction. John K. Hilliard moderated a stereophonic sound panel following the presentation of three papers from three equipment companies offering reproducers for multi-track mag-



Marty Wolf, Altec assistant general sales manager, recently showed L. D. Netter, Jr., sales chief, the first contract received in the company's ServiScope Sales Drive. Wolf is national sales drive captain. The sales push ends on Dec. 5.

netic use with the CinemaScope system. It was pointed out that a need exists for test film which would prove the adequacy of the installation. Two committees took up the problem of establishing the necessary tentative operating standards. Following their deliberations, SMPTE will make the test film which will be forwarded to equipment manufacturers and service companies.

Papers on the first multi-track sound reproducers for composite films were presented by C. C. Davis and H. A. Manley, Westrex; J. D. Phyfe and C. E. Hittle, RCA, and S. W. Athey, Willy Borberg and R. A. White, General Precision Laboratory.

Dr. E. K. Carver, Eastman Kodak, predicted that the use of new sprockets and sprocket-hole dimensions required for CinemaScope will increase film life.

Dr. Wetzel told of a process for applying multiple magnetic sound tracks to 35mm. film and a playback head for magnetic sound reproduction in theatres.

It was also disclosed that Eastman Kodak Research Laboratory is working on a new film developing solution, said to cut down considerably on the length of time necessary to develop film.

On the third day, the sound committee reached agreement on working standards for the design and operation of multi-track stereophonic sound recording equipment similar to that used with CinemaScope. Representing 20th-Fox at the meeting was Earl I. Sponable, research director and key figure in the development of the four-track sound system. Hilliard, who headed the committee, said the test film would be available in about 30 days. He pointed out that the adoption of working standards will allow equipment designers and installer to proceed at an accelerated rate for CinemaScope type sound.

F. A. Cowan, American Telephone and Telegraph Company, addressed the convention on networks for theatre television. He pointed out the desirability of obtaining A.T. and T. long line facilities on a regular use basis, rather than an occasional use basis. He said the company would be able to furnish greater band widths for theatre TV if required, and added that preparations were being made for color TV.

At the semi-annual banquet and dance, more than 400 guests witnessed the awarding of the 15 annual SMPTE fellowships. They went to Merle H. Chamberlin, LeRoy M. Dearing, Russel O. Drew, Carlos H. Elmer, Frank N. Gillette, Gerald G. Graham, Sol Halprin, A. V. Loughren, Ralph E. Lovell, Arthur J. Miller, John V. Servies, Kenneth Shaftan, T. G. Veal, Charles L. Townsend, and Raymond J. Spottiswoode, the latter of England.

Brewer Joins Allied Artists

NEW YORK—Roy M. Brewer, recently resigned as international representative of the IATSE assigned to the west coast studios, last week joined Allied Artists as an executive assistant to Steve Broidy, president.

GET SET

FOR REAL BOX-OFFICE ACTION
WITH THIS EXCITEMENT-CHARGED
DRAMA FROM
PARAMOUNT!

IN NEW, PERFECTED
DYNOPTIC

3D

FLIGHT TO TANGIER



That
"Shane"
Tough
Guy
Meets
His
Match...

IN TWO
BEAUTIFUL,
DEADLY
ADVENTURESSES
IN INTRIGUE-
TORN
TANGIER!

COLOR BY

TECHNICOLOR

starring

JOAN **JACK** **CORINNE** **ROBERT**
FONTAINE · **PALANCE** · **CALVET** · **DOUGLAS**

Written and Directed by CHARLES MARQUIS WARREN • Produced by Nat Holt

The International Scene

Canada

Receipts Set Fast Canada Pace

TORONTO—While total receipts for 3,416 of all types of theatres in Canada are up nine per cent in 1952 over 1951, the total number of admissions is up but four per cent, according to a preliminary report issued by the Dominion Bureau of Statistics last week.

A total of \$118,434,481, including taxes of \$12,975,298, was taken in, compared with the 1951 receipts of \$96,319,583, exclusive of taxes. The number of paid admissions was 252,159,125 in 1951, while the new total is 262,950,287. Every province in the country shows an increase, ranging from 20 per cent in Saskatchewan to five per cent in Newfoundland.

The report breaks down the different types of theatres in operation, their receipts, exclusive of taxes, the amusement taxes received from that group of houses, and the number of paid admissions. In the first group are the regular theatres numbering 1,843, with receipts of \$98,851,349 and taxes of \$12,308,148, paid by 247,731,717 persons.

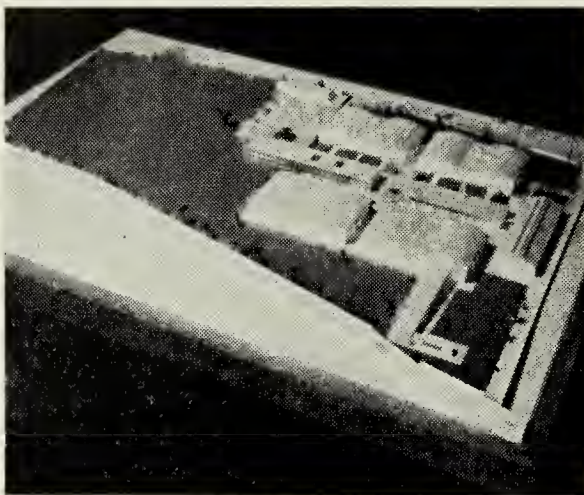
Next group are the 104 drive-ins, whose receipts were \$4,409,426, with taxes of \$540,390, paid by 8,379,586 persons. Community enterprises accounted for 657 units, where receipts were \$1,702,824, taxes of \$96,314, and 5,363,564 persons buying their way in. Though the smallest amount of receipts, \$495,584, and taxes of \$30,446, there were 812 halls serviced by itinerant operators in 1952. These halls attracted 1,474,420 persons, slightly below that of 1951.

By provinces, the report indicates that Ontario took the lion's share of receipts, \$40,463,904, with Quebec registering \$24,932,302, while British Columbia racked up \$9,522,143, all exclusive of taxes. In order, the remainder receipts, showed Alberta, \$6,937,291; Manitoba, \$4,812,497; Saskatchewan, \$4,479,432; Nova Scotia, \$3,688,920; New Brunswick, \$2,527,474; Newfoundland, \$1,150,686, and Prince Edward Island, \$336,700. The theatres paid out a total of \$18,868,116 in salaries and wages.

During 1952, 22 new drive-ins were opened, with drive-in receipts jumping 32 per cent, compared with a nine per cent gain by the regular theatres. The receipts work out to approximately 80 cents for every man, woman, and child in Canada. However, as 80 cents would not buy two evening admissions—the average ticket price being 45 cents—it would appear that regular weekly or twice-monthly moviegoers in Canada remain but a small minority of the population.

Canadian Comment

Probably one of Canada's youngest managers, Jacques Martin, 21, Mercier, Montreal, was honored at the third of Odeon Theatres (Canada) Limited's Annual Showmanship Awards Luncheons. He was the winner of this year's "David Gries-



Progress of the motion picture industry in Japan is exemplified by this model of the soon-to-be-built Nikkatsu Motion Picture Studio located at Shimefuda, Chofu-machi, Kitatama-gun, Tokyo.

dorf Big League Pennant Race", named in honor of the company's general manager. The theme of the contest, baseball, was carried out in every aspect at the luncheon, with the date coinciding with the second day of the World Series, and in deference to those who must follow their favorite team, a TV set was placed in one corner of the room, tuned to the World Series. At the other end of the room, opposite head table, were enlarged pictures of the general managers in baseball uniforms. Martin first began working in a theatre five years ago at the Rex, St. Jerome. He was still going to school. In August, 1952, he joined the staff of the Mercier, working under the runner-up in the contest which Martin won, Marcel Desjardina, now manager, Rex, St. Jerome. Chief speaker was Leonard W. Brockington, president, J. Arthur Rank Organization, who pointed out this was Quebec's year. David Griesdorf, general manager, pointed out that the contest had a special significance for the distributors, many of whom were present. He said it was a "most important industry function. Anything and everything that has to do with showmanship has to do with the lifeblood of our industry." He paid tribute to the distributors, "for it is they who keep our theatres open." He indicated that probably the next contest would in some form be named in honor of the motion picture distributors. Griesdorf described Martin's situation as a tough one since, not alone was it a suburban run, but also is was in a highly competitive situation, and Martin had to face numerous language problems in the metropolis.

Famous Players Eastern Division Conference opened in Toronto with a demonstration of CinemaScope at the Imperial. Introducing Alex Harrison, 20th Century-Fox, John J. Fitzgibbons, president, said he was sure "a way will be found to bring all the new processes of the industry economically to all theatres." Fitzgibbons referred to a street-car ride he took to the first meeting. He noticed the number of persons coming out of churches, and said these were the potential customers for "our theatres for 'The Robe'." Fitzgibbons told the managers, partners, and associates of the company

Grainger Reports On European Tour

NEW YORK—A report on his recent tour to Europe was made last week by J. R. Grainger, president, RKO, who arrived by plane from Italy, his last stop on a tour.

While in London, Grainger held sales meetings with all RKO branch managers in England. In Paris, he held sales meetings with managers from five European countries, and, in Rome, held sales meetings with managers from four additional European countries.

Grainger dispelled the idea that prevailed in some quarters in Europe that the industry in the United States was faring badly. The European managers, he reported, were quite surprised to learn that over 4,000 drive-ins had been built in the United States in recent years and were doing tremendous business. Drive-ins are practically unknown in Europe. He also told them that the industry in the United States was in a healthy condition despite the downbeat attitude taken by many people here.

On his current trip abroad, he was accompanied by Al Crown, foreign manager, who continued his tour from Rome on to Bombay, first stop on a tour.

that the theatres were competing for people's time, and to bring them to the theatre, it was necessary to provide good services.

All six RKO branches united to honor district manager Carl Peppercorn during November. A special sales and booking campaign has been set up by the branch chiefs, which include: Jack Labow, Toronto, where Peppercorn has his headquarters; Arthur Elliott, Calgary; Harry Cohen, Montreal; Ken Snelgrove, St. John; Jimmy Davie, Vancouver, and Myer Nackimscn, Winnipeg. Jack Labow will serve as campaign director during period.

CINE CHATTER: Arthur Manson, publicity chief in Canada for MGM, is leaving to join Cinerama in Pittsburgh. . . . "From Here To Eternity" will play two houses day-and-date first-run in Toronto. Houses tied together are Shea's and Nor-town, and a big campaign is being worked out by managers Len Bishop and Don Edwards. . . . The Toronto Telegram is running copy in connection with a contest to find a girl who looks most like Claire Bloom, star of "Innocents In Paris." Prize is a trip to Paris for two. Another Claire Bloom film, "Limelight", has been given a number of bookings lately. . . . Gerald Saunderson resigned his post as manager, Towne Cinema, Toronto, to devote his efforts full-time to his radio, TV, and stage shows. Barner Simmons, formerly of Ottawa, replaces. . . . Dawson Exley resigned from the booking staff of Odeon Theatres (Canada) Limited in Toronto, to join the sales staff of Twentieth-Fox. . . . Bernard E. Norrish, for many years prior to his recent retirement as president, Associated Screen News, will be tendered a testimonial dinner by his associates and friends in Montreal on Oct. 20. . . . National Film Board held a reception for its new commissioner, Dr. A. W. Trueman, giving industryites their first opportunity of meeting him.

—HARRY ALLEN, JR.

Now will you tell everyone
we're **SENSATIONAL** in

MARRY ME AGAIN

everyone at the
Seattle World Premiere
said it!"



SEATTLE POST-INTELLIGENCER RAVES:

"New comedy smash hit at Orpheum!
Marry Me Again drew more laughs
than any other comedy of recent
memory!...It's fortunate in having
two stars who know the fun-making
business thoroughly!...Marie Wilson
wins favor before large and laughing
audiences!...The house was packed
and the applause terrific!...**AND THE
BUSINESS EVEN TOPPED THE RAVES!**

Marie Wilson &
Robert Cummings
in
**MARRY ME
AGAIN**

with RAY WALKER • MARY COSTA • JESS BARKER
Produced by ALEX GOTTLIEB • Written and Directed by FRANK TASHLIN

20th-Fox To Release 12 Features Between October and February

NEW YORK—Twentieth Century-Fox will release 12 productions between October and February, five in CinemaScope and Technicolor, one standard film in Technicolor, one in Eastman Color, and five in black and white photography, it was announced last week at the sales convention.

The slate will see the five CinemaScope productions complemented by standard films produced by Leonard Goldstein's Panoramic Productions and other independently produced pictures.

October releases are the CinemaScope Technicolor "The Robe", "Thy Neighbor's Wife", and "Vicki." November releases are the CinemaScope-Technicolor "How To Marry A Millionaire" and "Miss Robinson Crusoe", in Eastman Color.

December releases are "Beneath The 12-Mile Reef", in CinemaScope-Technicolor, starring Terry Moore, Robert Wagner, and Gilbert Roland, produced by Robert Bassler and directed by Robert Webb; "Man Crazy", a S. Harmon and P. Voran production starring Neville Brand, Christine White, Irene Anders, and Coleen Moore, and directed by I. Lerner; and the first Panoramic Productions release, "Man In The Attic", starring Jack Palance, Constance Smith, and Byron Palmer, produced by Robert L. Jacks, and directed by Hugo Fregonese.

January releases are "Prince Valiant", in CinemaScope-Technicolor, starring Robert Wagner, Janet Leigh, and Brian Aherne, produced by Robert L. Jacks, and directed by Henry Hathaway; and "Justice Brown", a Panoramic Production, starring Thelma Ritter, Jeffrey Hunter,

and Debra Paget, produced by Leonard Goldstein.

February releases are "Hell And High Water", in CinemaScope-Technicolor, starring Richard Widmark, Bella Darvi, and Cameron Mitchell, produced by Rae Klune, and directed by Samuel Fuller; and "Gatling Gun", a Panoramic Production in Technicolor, starring Van Johnson, Joanne Dru, and Richard Boone, produced by Leonard Goldstein, and directed by Rudolph Mate.

20th-Fox will place in release between October and the end of next year 16 CinemaScope productions, 10 films produced for company distribution by Panoramic Productions, and several other independently-made pictures, Al Lichtman said.

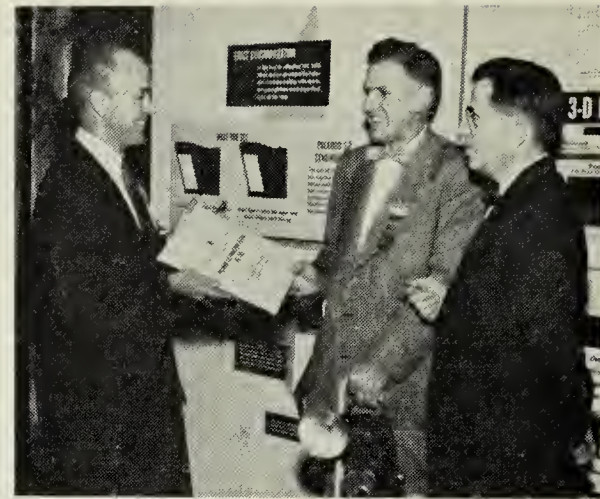
Introduced by executive assistant general sales manager W. C. Gehring, Lichtman said that the needs and problems of theatremen of every type situation will govern the type and quantity of pictures to be produced.

Shooting has been completed on 10 CinemaScope productions, Lichtman announced, as well as five of the 10 films being made by Panoramic Productions.

"The Robe" will be opened in 109 domestic and Canadian theatres by Nov. 26.

More than 1000 theatres in the United States will be equipped with the single film stereophonic sound system by the end of 1953, Lichtman told sales executives.

A meeting highlight was the address by vice-president Charles Einfeld on the comprehensive promotion program.



Milton Guidry, center, exhibitor in Lafayette, La., recently became the first beneficiary of Polaroid's new half-million-dollar "technical assistance program," designed to improve the quality of 3-D projection by making available to theatres across the country special synchronization and control equipment. Guidry is seen receiving from Jackson Turner, Polaroid's 3-D viewer sales manager, a kit of special filters, while Richard T. Kriebel, sales manager, Polaroid Corporation, looks on.

Rosen Will Continue Despite TV Withdrawal

NEW YORK—Despite the withdrawal of Theatre Television Associates, a subsidiary of Cappel, MacDonald and Company, the regular weekly series of theatre television boxing attractions announced recently by Leo Rosen will be inaugurated on Nov. 17, according to Rosen, formerly in charge of operations for TTA.

Originally set to begin on Oct. 27, the fights have been rescheduled with a later starting date in order to permit new contract terms to go out to exhibitors. These call for a \$250 advance payment to cover facilities charges against 40 cents for every seat sold. There will be no charge for unsold seats.

In explaining why Cappel-MacDonald severed its connection with the fight program, Rosen pointed out that the company's contract demands on exhibitors were so unrealistic as to make impossible the signing of a desired 33 theatres by a given date. "The \$4,000 'security' payment upon the signing of a contract, plus 25 cents for every seat in the house payable 10 days before the event, plus 15 cents for every seat sold placed an intolerable burden on the exhibitor," Rosen said.

Rosen is currently negotiating with a new organization to provide financing.

TTA said that because of unforeseen complications in the efficient and proper handling of the proposed presentation, it was decided to cancel all plans for the selling and production of the package. TTA will continue its interest in closed circuit television for industrial use. Rosen and William Mullen are no longer associated with TTA or Cappel, MacDonald and Company.

AMPA Renewing School

NEW YORK—The 1953-1954 Showmanship School conducted by Associated Motion Picture Advertisers, Inc., will be held at the Hotel Astor, it was announced last week by Lige Brien, AMPA president, and Maurice Bergman, Showmanship School chairman.

The sessions will be held in larger quarters as a result of the vastly-increased interest in the school.

This Was The Week When

U-I's "The Titfield Thunderbolt" has its American premiere at the Little Carnegie, New York. . . . Filmmakers Releasing Organization announced that it has scheduled meetings in Chicago, New York, and Los Angeles on "The Bigamist" and "Monte Carlo Baby." . . . Walt Disney revealed that the world bow of "The Living Desert" would be held at the Sutton, New York, in November. . . . Jules Levey concluded a global distribution deal with the European production team of Ponti-de Laurentiis covering their product, distributing the films in all territories where they have not been previously released.

MGM advanced the deadline for the "Lucky 7" showmanship contest on "Torch Song" to Oct. 20 and "Take The High Ground" to Oct. 27, with the deadlines for the contests on four other films advanced three weeks later. . . . George Jessel was announced as the toastmaster for the annual dinner of the Motion Picture Pioneers at the Hotel Astor, New York, on Nov. 12. . . . A gala charity premiere was set for the American premiere of UA's "Gilbert And Sullivan" at the Bijou, New York, on Oct. 27. . . . "Murder On Monday" had its American bow at the Plaza, New York. . . . 20th-Fox revealed that Ford dealers and sales personnel will be introduced to the 1954 line of cars and trucks in a special film being lensed in CinemaScope.

Technicolor, Inc., reported a consolidated estimated net profit after taxes of \$2,121,518 for the nine months ended on Sept. 30, equivalent to \$1.10 per share on the new stock outstanding as compared to \$1,499,507 or 80 cents per share, adjusted to the new stock basis, in the same period in 1952. . . . Paramount distributed a special booklet of essays by famous war correspondents in tribute to Paramount's "Little Boy Lost." . . . The TOA revealed that 150 leading exhibitors and others have already registered to attend the 1953 convention and trade show in Chicago next month.

American Broadcasting-Paramount Theatres scheduled a meeting of its theatre executives at Shawnee-On-The-Delaware, Pa., on Oct. 19. . . . Certified Reports, Inc., held a regional meeting of field managers in Boston for the purpose of streamlining the theatre reporting procedures.

Meet The Little Man Who WAS THERE!

(At the BOX OFFICE!)

SAN FRANCISCO

Biggest box office sleeper of the year! Had 'em standing in line and rolling in the aisles!



7 WEEKS!

WASHINGTON

"It's a howl! Not in months anything quite as diverting!"
-WASHINGTON TIMES-HERALD



7th WEEK!

NEW YORK

"Delightful! The earth-shaking involvements are launched in highly amusing fashion."
-N. Y. DAILY NEWS



5 WEEKS!

CHICAGO

"Hilarious free-for-all. Pokes fun in briskly amusing fashion."
-CHICAGO TRIBUNE



5 WEEKS!

The story's about
A Plumber they thought was a spy.
They ransacked his brains,
But his plans were of drains—
What a flush! What a blush!
What a guy!



Mr. POTTTS
Goes To
MOSCOW

OSCAR HOMOLKA • GEORGE COLE • NADIA GRAY in "MR. POTTTS GOES TO MOSCOW" • Produced and Directed by MARIO ZAMPI • Screenplay by Jack Davis and Michael Pertwee • with Charles Goldner • Eleanor Summerfield • Frederick Volk • Wilfrid Hyde White.

Watch MR. POTTTS Kill 'Em in PHILADELPHIA BALTIMORE • LOS ANGELES PORTLAND • ST. LOUIS ATLANTA

VARIETY says:
"Goes NINOTCHKA one better! HILARIOUS!"

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Miscellaneous

In the Newsreels

IN ALL FIVE:

New York City: Yankees win world series.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 82) South Korea: General Hull takes far east command. Warm Springs, Ga.: Mrs. FDR visits Warm Springs Foundation. Holland: Queen sees flood areas from helicopter. Germany: Berliners attend last rite to Mayor Reuter. Germany: POW's home from Russia after 10 years. Fort Bragg, N. C.: GI's train with walls of fire.

NEWS OF THE DAY (Vol. XXV, No. 212) Washington, D. C.: Governor Warren becomes Chief Justice. South Korea: General Hull takes far east command. Germany: POW's home from Russia after 10 years. Football: Ohio State routs California; Notre Dame swamps Purdue.

PARAMOUNT NEWS (No. 15) Thermal, Cal.: United States retains jet leadership. Germany: Berliners attend last rite to Mayor Reuter. France: Paris auto show. New York City: Sophie Tucker celebrates 50 years in show business.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 506) Germany: Berliners attend last rite to Mayor Reuter. Glendale, Ariz.: Thunderbirds perform. Football: Northwestern routs Army; Georgia Tech wins over SMU.

WARNER PATHE NEWS (Vol. 25, No. 17) Thermal, Cal.: United States regains jet leadership. Glendale, Ariz.: Thunderbirds perform. Washington, D. C.: Governor Warren becomes Chief Justice. South Korea: General Hull takes far east command. Germany: Berliners attend last rite to Mayor Reuter. New York City: Sophie Tucker celebrates 50 years in show business. Football: Michigan defeats Tulane.

TELENEWS DIGEST (Vol. 7, No. 41-A) Germany: Berliners attend last rite to Mayor Reuter. Israel: Army maneuvers. France: Paris auto show. England: Churchill-Eden return to posts. Pro football: Brown passes down Cards.

IN ALL FIVE:

New York City: World series. Sacramento, Cal.: Governor Warren named Chief Justice. Washington, D. C.: Senator McCarthy weds.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 81) Japan: Typhoon. North Africa. Briton sets air speed record. Germany: Army's new four man "Buddy Teams" arrive. Italy: Scientists find new buried city near Rome.

NEWS OF THE DAY (Vol. XXV, No. 211) North Africa: Briton sets air speed record. Germany: Ernst Reuter, West Berlin's mayor, mourned. Japan: Typhoon.

PARAMOUNT NEWS (No. 14) New York: President acts in dock strike. Germany: Ernst Reuter, West Berlin's mayor, mourned. Korea: Red Chinese PW's who changed their minds seen at Panmanjun. Washington, D. C.: Stevenson reports to President Eisenhower. Washington, D. C.: New Hoover commission starts work.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 505) Germany: USSR frees some German POW's. Japan: Typhoon. France:

Italian Producers Make Further Deals

NEW YORK—Dino De Laurentiis and Carlo Ponti, Italian producers, indicated last week that they have commitments for other pictures in addition to association with Paramount on "Ulysses."

Completion of shooting in Italy and the Mediterranean of "Ulysses" was announced by Ponti and De Laurentiis, producers of the spectacle which Paramount will distribute in the United States and Canada.

A print is expected to be received in December. The Italian producers left for Hollywood. They were accompanied by Ralph Serpe, Italian Films Export executive.

"Ulysses" stars Kirk Douglas in the title role, Silvana Mangano as Penelope, and Anthony Quinn as Ulysses' chief adversary. Ponti and De Laurentiis disclosed that Quinn already has started production in Rome in the title role of "Attila, Scourge of God," and that Miss Mangano has been signed for "Mambo," which Paramount will handle in certain areas.

Golden In New Post

WASHINGTON—Nathan D. Golden, former head, motion picture and photographic departments, Department of Commerce and the National Production Authority, was appointed last fortnight to a similar post in the newly organized Business and Defense Services Administration, which replaced the disbanded NPA.

Safety steering wheel. Illinois: Trucking by rail.

WARNER PATHE NEWS (Vol. 25, No. 16) Spain: Pact for military bases. Washington, D. C.: Stevenson reports to President Eisenhower. Washington, D. C.: New Hoover commission starts work. North Africa: Briton sets air speed record.

TELENEWS DIGEST (Vol. 7, No. 40-B) New York: President acts in dock strike. Indo-China: Operation Flandre captures supply route. Spain: Pact for military bases. Japan: Typhoon. Tunis: New French governor arrives. Atlanta: "One world" fashions shown. New York City: World series.

NATIONAL LEGION OF DECENCY

Oct. 8, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Robe" (20th-Fox); "The Titfield Thunderbolt" (English-made) (U-I); "The Village" (UA); UNOBJECTIONABLE FOR ADULTS: "Blowing Wild" (WB); "Botany Bay" (Para.); "Cinque Poveri In Automobile" (Italian-made) (IFE); "Ettore Fieramosca" (Italian-made) (IFE); "The Moonlighter" (WB); "Prisoners Of The Casbah" (Col.); "Torch Song" (MGM); "Wings Of The Hawk" (U-I); OBJECTIONABLE IN PART FOR ALL: "Decameron Nights" (RKO); "Flames Of Love" (Italian-made) (IFE); "Mogambo" (MGM); "Paris Model" (Col.).

NATIONAL BOARD OF REVIEW

Oct. 3, 1953

SELECTED FEATURES: "Take The High Ground" (MGM); "The Village" (UA).

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

UA

"The Gay Adventure"—Import for the lower half.

COLUMBIA

"Last Of The Pony Riders"—Usual Autry.

"Robe" Continues On Record Journey

NEW YORK—"The Robe" continued to make boxoffice history last week.

"The Robe" is now showing in 26 first-run situations across the country.

A special plaque, citing Spyros P. Skouras for his contributions to good will through motion pictures and toward keeping the public awareness of religion alive through specific films such as "The Robe," was presented to 20th-Fox president by Herman Steinkraus, national chairman, "National Bible Week" and head, Bridgeport Brass Company, this week.

Skouras declared in Washington that color newsreels in CinemaScope would be made as soon as enough theatres are equipped with the process. The statement was made to the press during the premiere of "The Robe," and Skouras predicted that the process would add much to the coverage of such events as the World Series. Skouras also said that he expected "The Robe" to open in Paris on either Nov. 8 or 10, to be followed by openings in Rome, Stockholm, Frankfurt, Berlin and London. The CinemaScope feature will open in Australia and New Zealand starting in mid-November.

Meanwhile, in Milwaukee, U. S. District Judge Julius Hoffman took under advisement last week the motion of 20th-Fox to dismiss the Riverside's petition to prevent the Wisconsin from showing "The Robe" first-run.

Standard Theatres alleges that the Wisconsin cannot run a picture more than 14 days under the provisions of the Towne decree without express permission of the court, even though the Towne has agreed to waive any objection to the extended run. Judge Hoffman granted Emil Levin, Riverside attorney, additional time to find authority or precedent for intervention by a third party, other than the plaintiff or defendant, in the operation of a decree unless the third party can show evidence of the decree operating to his detriment.

Attorneys for the Towne are preparing a brief denying charges of collusion between the Towne and 20th-Fox.

Skouras Files Complaint

NEW YORK—Defendants in the \$87,690,000 Skouras Theatres anti-trust suit against distributors and circuits were served with an amended complaint last fortnight, cutting the brief to 33 pages. The complaint adds Loew's and 20th-Fox as co-conspirators.

Plaintiff theatres involved, numbering 44, charge unreasonable clearance and runs and conspiracy designed to favor affiliated circuits, including Warner Brothers and RKO Theatres. It was brought by Skouras Theatres and four affiliated companies.



Cauldron boil . . . and kettle bubble . . .

Difficult though they may be, situations like these do come off; thanks to the care with which film and chemicals are keyed to specific photographic situation and production methods; thanks, also, to the rigid control of processing solution strength and temperature.

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Schary Reveals MGM Production Schedule; Plentiful Supply Seen

NEW YORK—Following conferences with Nicholas M. Schenck, president, Loew's, Inc., and other executives, Dore Schary, vice-president in charge of production, last week announced plans for the future schedule at MGM. The production program will be consistent with that announced at the recent sales conference in California; there will be fewer MGM pictures, but each will represent size and importance.

Exhibitors may be assured of a plentiful supply of product from MGM as, coupled with a backlog of 40 pictures, 18 to 20 productions will be completed in the fiscal year ending in August, 1954. Several of the productions will be made in CinemaScope, some in three-dimensions, and all will be photographed for the MGM wide-screen. All pictures will be made with Stereophonic sound and most will be in color.

A new, big-scale production of "Ben-Hur" heads the list of MGM pictures for 1954. It is expected that this will be made in CinemaScope, as well as wide-screen.

Other properties listed are:

"The True And The Brave", presently in production in Holland and England, starring Clark Gable, Lana Turner, and Victor Mature, directed by Gottfried Reinhardt; "Panther Squadron 8", starring Van Johnson, Dewey Martin, Walter Pidgeon, and Louis Calhern, to be produced by Henry Berman, directed by Andrew Morton, with story by James Michener; "Bad Day At Black Rock", starring Spencer Tracy, to be produced by Charles Schnee, directed by Richard Brooks; "Valley Of The Kings", (Egypt) starring Robert Taylor, Eleanor Parker, Carlos Thompson, and Kurt Kaszner, written and directed by Robert Pirosh; "Brigadoon", starring Gene Kelly and Cyd Charisse, produced by Arthur Freed, directed by Vincente Minnelli, written by Alan Jay Lerner; "The Student Prince", starring Ann Blyth and Edmund Purdom, to be produced by Joe Pasternak, directed by Mervyn LeRoy; "7 Brides For 7 Brothers", starring Jane Powell, Howard Keel, Jeff Richards, and Russ Tamblyn, to be produced by Jack Cummings, directed by Stanley Donen; "Beau Brummell", (England) starring Stewart Granger, Elizabeth Taylor, and Peter Ustinov, to be produced by Sam Zimbalist, directed by Curtis Bernhardt; "Deep In My Heart", starring Jose Ferrer in the story of Sigmund Romberg, to be produced by Roger Edens, directed by Stanley Donen; "The Glass Slipper", starring Leslie Caron, to be produced by Edwin Knopf; "Moonfleet", starring Stewart Granger, to be produced by John Houseman; "King's Thief", to be produced by Edwin Knopf; "Green Fire", starring Clark Gable and Eleanor Parker, to be produced by Armand Deutsch, directed by Richard Thorpe; "Scarlet Coat", starring Robert Taylor and Michael Wilding, to be produced by Nicholas Nayfack; "My Most Intimate Friend", starring Lana Turner and Ava Gardner, to be produced by George Wells, written by Leonard Spigelgass and Sidney Sheldon; "Athena", starring Esther Williams, Janet Leigh, and Debbie Reynolds, to be produced by Joe Pasternak, directed by George Sidney; "Quentin Durward", (England) to be produced by Pandro S. Berman, directed

Columbia Makes Deal On Single 3-D Process

NEW YORK—Columbia last week completed an arrangement to utilize the Nord Extended Area System of single-strip 3-dimensional film.

Following a series of meetings, Columbia agreed to make immediately available to any exhibitor who so requests it prints in the Nord system of any of the studio's films which have been made, or which will be made, in 3-D.

At present, final color tests are being conducted at the Technicolor laboratory, which will make the Nord prints for Columbia, and the first film to be made available to exhibitors who request it in the new process will be "Gun Fury."

by Richard Thorpe; "Love Me Or Leave Me", starring Jane Powell, to be produced by Joe Pasternak; "St. Louis Woman", starring Ava Gardner, Gene Kelly, and Frank Sinatra, to be produced by Arthur Freed, directed by George Sidney; "Galveston Flood", to be produced by Herman Hoffman; "Many Rivers To Cross", starring Robert Taylor and Eleanor Parker, to be produced by Jack Cummings; "French Quarter", starring Fred Astaire and Dolores Gray, to be produced by Arthur Freed, directed by Vincente Minnelli; "Hit The Deck", starring Jane Powell, Debbie Reynolds, and Vic Damone, to be produced by Joe Pasternak; "One More Time", starring Eleanor Parker, to be produced by Armand Deutsch, directed by George Cukor, and written by Garson Kanin; "The Paris Story", starring Ava Gardner, to be produced by Sam Zimbalist, and "Montmartre", starring Leslie Caron, Cyd Charisse, and Pier Angeli, to be produced by John Houseman, directed by George Sidney.

In addition, MGM now has three pictures before the cameras, "Executive Suite", including William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, and Nina Foch, produced by John Houseman, and directed by Robert Wise. "Rose Marie", produced in CinemaScope and color, starring Ann Blyth, Howard Keel, Fernando Lamas, Majorie Main, Bert Lahr, and Joan Taylor, produced by Arthur Hornblow, Jr. and Lawrence Weingarten, and directed by Mervyn LeRoy, and "Her Twelve Men", (Anso) starring Greer Garson and Robert Ryan, produced by John Houseman, and directed by Robert Z. Leonard.

"Knights Of The Round Table", MGM's first production in CinemaScope, heads a list of 11 pictures which have been completed, but which are not yet listed for release. Produced in England and Ireland in color, it stars Robert Taylor, Ava Gardner, and Mel Ferrer.

Other pictures, completed but unscheduled, are:

"The Great Diamond Robbery", starring Red Skelton and Cara Williams, produced by Edwin H. Knopf, and directed by Robert Z. Leonard; "Give A Girl A Break", in Technicolor, starring Marge and Gower Champion and Debbie Reynolds, produced by Jack Cummings, and directed by Stanley Donen; "Saadia", in

PEOPLE

HOLLYWOOD—Carl Cooper, IATSE international vice-president, was unanimously elected last week to the presidency of the Hollywood AFL Film Council. Cooper succeeds Roy Brewer. Reelected as vice-president was Ralph Clare. Other officers reelected were Edwin T. Hill, treasurer; H. O'Neil Shanks, recording secretary, and Al Erickson, James Noblitt, and Pat Somers, trustees. Buck Harris was appointed public relations representative and Walter Cowan was seated as a delegate to council.

NEW YORK—Harry Joe Brown will continue to function as west coast representative, Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers, it was announced last week by Jack Cohn, president. Brown, as in previous years, will handle all details emanating from the west coast. He will report directly to Harry J. Takiff and Marvin Kirsch.

Technicolor, starring Cornel Wilde, Mel Ferrer, and Rita Gam, produced and directed by Albert Lewin; "The Long, Long Trailer", in Technicolor, starring Lucille Ball and Desi Arnaz, produced by Pandro S. Berman, and directed by Vincente Minnelli; "Crest Of The Wave", starring Gene Kelly and Jeff Richards, produced and directed by the Boulting Brothers; "Rhapsody", in Technicolor, starring Elizabeth Taylor, Vittorio Gassman, and John Ericson, produced by Lawrence Weingarten and directed by Charles Vidor; "Gypsy Colt", in Anso color, starring Donna Corcoran and Frances Dee, produced by William Grady, Jr., and directed by Andrew Marton; "Tennessee Champ", in Anso color, starring Shelley Winters and Dewey Martin, produced by Sol Baer Fielding, and directed by Fred M. Wilcox; "Invitation To The Dance", in Technicolor, starring Gene Kelly, produced by Arthur Freed, and directed by Gene Kelly; and "Flame And The Flesh", in Technicolor, starring Lana Turner, Pier Angeli, and Carlos Thompson, produced by Joe Pasternak, and directed by Richard Brooks.

MGM Trainees Set

NEW YORK—MGM's executive training class for selected field personnel will begin on Oct. 19 when six salesmen arrive at the home office for two weeks of scheduled sessions with company sales executives and department heads to prepare trainees to fill executive positions in the field when and as opportunities for advancement arise in the future.

The trainees are Ben Bechick, Boston, and Edward R. Susse, Buffalo, chosen from the eastern division by eastern sales manager John P. Byrne; Jerry Baerwitz, Los Angeles, selected by west coast division sales manager George A. Hickey; Vernon L. Smith, Dallas, who received the nod from southwestern sales manager John S. Allen; Charles H. Turner, Jacksonville, southern division representative, designated by southern sales manager Rudy Berger; and Clarence A. Keim, Chicago, a selection of midwest division sales manager Burtus Bishop, Jr.

Mary McCaffery Mourned

NEW YORK—The funeral of Mary McCaffery, former talent assistant for RKO, was held last week from Boyertown Chapel.

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Allied

(Continued from page 10)

the two Allied organizations will be exclusive agents in their states for sponsorship of BOT's theatre television setup. BOT plans to furnish theatre TV projectors on a per-use rental basis, sharing 50-50 in receipts from a minimum of 20 programs promised for next year. Large theatres will be required to pay \$3,000 installation charges for RCA TV projectors, plus \$100 per use for the first 20 uses. Smaller theatres will be equipped with a Snaider portable TV projector and will pay no installation charge, with \$50 for each of the first 30 uses. It is the intention to offer the deal only to Allied members who include an estimated 75 to 80 per cent of theatres in the two states.

In a wire responding to Allied's query of major companies on their plans for release of films in new techniques, Herbert J. Yates, Republic president, said the company has no plans to produce 3-D or CinemaScope films at this time. In another reply, Charles Reagan, Loew's general sales manager, said MGM had not yet decided on release plans for its two scheduled CinemaScope releases.

Polaroid demonstrated its special 3-D synchronization and control devices at the University, Cambridge, Mass. The devices are being made available in Polaroid's \$500,000 Technical Service Program, announced earlier.

A committee was named to look into the proposal made earlier by Rembusch that exhibitors invest in film companies to acquire a voice in management. It consists of Shor, Yamins, Ben Marcus, Jack Kirsch, and Snaper.

In an address at the banquet that wound up the convention, Ambassador James J. Wadsworth, deputy United States representative to the United Nations, sought the aid of theatre men to help develop wider exhibition of United Nations films, thereby promoting the cause of world peace. Mayor John B. Hynes also greeted Allied members at the banquet.

Skouras Steals Show On Second Day's Schedule

BOSTON—Spyros Skouras, 20th-Fox president, speaking to a forum session of the Allied convention at the Sheraton Plaza Hotel last week, gave his pledge to help exhibitors to obtain CinemaScope equipment with the least possible burden to them and emphasized that his company would not, under any circumstances, make its pictures in the anamorphic process available in standard versions. He urged independent exhibitors to save their businesses by embracing new technical developments.

He said 20th-Fox had invested more than \$10,000,000 in the development and production of CinemaScope, the sole aim being an effort to help exhibitors keep their theatres open and make a contribution to the preservation of the industry. The company head admitted that CinemaScope "is not the answer to everything" and said the company would welcome something better if it were forthcoming.

Skouras, in for the premiere of "The Robe" at the RKO Keith Memorial, appeared to answer questions concerning CinemaScope and the relations of 20th-Fox with equipment concerns which had

been raised by Allied's board. He was accompanied by William Gehring, assistant sales manager; Charles Einfeld, vice-president, and Arthur Silverstone, eastern and Canadian sales manager.

Skouras agreed to authorize a joint test with Allied of "The Robe" in several theatres in several exchange areas with and without CinemaScope equipment and stereophonic sound to prove the additive values of CinemaScope. He emphasized, however, that his conviction is that the company policy is right, and exhibitors, to stay in business, cannot stand pat with standard equipment.

Replying to questions of the Allied board, Skouras said that 20th-Fox is sole owner of CinemaScope Products, Inc., organized to finance equipment manufacturers for the production of CinemaScope equipment; that the Miracle Mirror Screen had been acquired by 20th-Fox between 1935 and 1937 and developed with some help from Hurley Screen; that his company had no financial interest in Radiant Manufacturing Company, but that it had advanced \$250,000 to Radiant to enable it to aid in the production of screens for CinemaScope; that Radiant is free to sell to anyone; that there is no provision for CinemaScope Products, Inc., to pay any commissions to 20th-Fox; that no agency is involved in marketing the Miracle Mirror Screen; and that it is the company's own development and product.

Skouras said that marketing of the screens would be, in part, through dealers. Whether or not a profit is made will depend upon sales volume and costs. The company's investment is more than \$3,500,000 in this country for lenses; \$1,500,000 abroad for lenses; \$2,000,000 for screens including research, and many millions for sound equipment; a complete total of more than \$10,000,000. There is no profit potential from installation of screens for 20th-Fox, and no separate investment in the equipment companies has been made, he said.

Skouras said that whatever screen is used for CinemaScope it must be able to diffuse light evenly, giving uniform visibility. Miracle Mirror and Astrolite, he said, are the only screens the company knows of that can do that.

The 20th-Fox head said it was his belief that the future of the industry depended on the success of the small exhibitor.

He related the origin of Eidophor in the search to find something to offset television competition at its height several years ago and noted that since the first CinemaScope lens was delivered to Darryl F. Zanuck in January, 10 pictures have been made in the process.

On the panel questioning the 20th-Fox head were Abram Myers, Benjamin Berger, John Wolfberg, Sidney Samuelson, and Nathan Yamins, with Trueman Rembusch acting as moderator.

Skouras said that the release of standard prints of CinemaScope features "would destroy our business." He estimated that "The Robe" will gross two to four times as much in CinemaScope as it would if released in standard prints. Exhibitors, he said, would be extended credit on the purchase of CinemaScope equipment with ample time for payments and that CinemaScope will be made available to drive-ins as soon as technical problems have been solved.

Other points brought out by him were that there are few theatres which would require structural changes to accommodate CinemaScope equipment installations; that 20th-Fox is hopeful that by the end of November a sufficient supply of equipment to meet immediate needs will be available; that in setting terms for CinemaScope production, the company will take into account the added costs to exhibitors and will have in mind that the company cannot stay in business if the exhibitor does not make money; and that extreme care will be exercised as equipment is improved to guard the investment of those who install CinemaScope now. Rembusch stated that queries of other companies brought the following replies: Paramount is not making pictures in CinemaScope; United Artists plans two CinemaScope productions but present plans do not call for stereophonic sound; U-I's CinemaScope features will also be available in standard prints; and RKO plans no CinemaScope features as of now.

Albert E. Sindlinger, head, Sindlinger and Company, research organization, told the convention that theatre attendance in the first half of 1953 was eight per cent behind 1952. He emphasized that in spite of a few high grossing attractions, the total weekly attendance, in terms of the potential audience, is lower today than it was 14 years ago. Sindlinger also pointed out that concession income has been absorbing losses since 1949, having increased from a little over \$34,000,000 in 1946 to more than \$200,000,000 last year and that the theory of cutting down on the number of attractions available, which would result in fewer theatres, with the hope that fewer attractions will gross more, is a dangerous one. Studies made in the Philadelphia area show that a relatively small percentage of the available audience contributed more than 40 per cent of the gross, averaging 2.13 movies a week. Statistics show that to satisfy this frequency rate, more than 200 pictures must be available each year.

Also addressing the session was Steve Broidy, Allied Artists president, who asserted that the term "confusion" as related to the present technical revolution in the industry, is actually a healthy condition, an exciting era that can be healthy and profitable.

Colonel H. A. Cole, co-chairman, COMPO tax committee, warned the convention that some complacency exists among exhibitors that poses a threat against the new campaign for repeal. He said ground has been seriously lost in the last 60 days and that the job had to be done "all over again right from the grass roots." He told the delegates that more than 100 of the 400 Congressmen formerly on the side of exhibitors in the tax fight have changed their minds in the last two months. He stressed the importance of speed as only two months remain before Congress reconvenes.

Robert H. Odell, executive director, newly formed Council for 3-D Film Progress, asked Allied members to give the new technique a fair chance, telling them the council's statistics prove "that most of the error period is behind us."

It was also confirmed that thought is still being given to the formation of a national film buying and booking organization.

Rembusch Address Highlights First Day

BOSTON—The opening session of National Allied's convention last week was highlighted by the keynote address of Trueman Rembusch, who blasted distribution for practices "which are adversely affecting the economic health of the entire industry." He stated that "distribution, with its fixing of admission prices and pyramiding of clearances, has become the public's and the exhibitor's number one enemy." He commended the courage of the eight Allied leaders who explained unfair distributor practices to the Senate Small Business Committee and stated that their efforts have kept the number of pre-releases from increasing.

Rembusch emphasized that "unfair, unwise, and inequitable" film rentals are responsible to a great degree for the closing of some 6,000 theatres in the last seven years, hit distributor selling policies, and called attention to the shortage of product.

On the latter point, Rembusch suggested, "Ownership of 10 per cent of any film company's stock by exhibitors, who will guarantee playdates at prices comparable to the going market, would secure the voting rights of sufficient shares of stock owned by large investment houses to secure control of the company. The investment houses would turn over these voting rights because of the value inherent in guaranteed playdates. Banks would furnish production money because of the assets represented by guaranteed playdates once the film company's control was assured. Picture-smart exhibitors could be elected by exhibitor stockholders to the board of the producing company, and immediately lay plans looking toward relieving, to a certain extent, the shortage of product. Such a board could eliminate the non-productive personnel of the company in sales and production, replacing them with men of vision, and could place incentive selling policies and develop new media of effective advertising."

Speaking in favor of the plan were Colonel H. A. Cole, Ben Marcus, Leo Wolcott, Sidney Samuelson, John Wolfberg, and Jack Kirsch. Marcus urged that more could be gained by acquiring a voice in several companies rather than control of one. Wilbur Snaper, president, was empowered to appoint a committee to study the advisability of exhibitor investments in several companies, though not to the extent of obtaining voting control.

Rembusch urged exhibitors to take advantage of the new techniques to promote increased theatre attendance and stated that the wide-screen should be used when the picture suits it, but said the normal size was still best for heavy drama. He also urged the use of 3-D "once in a while for novelty." He said the value of CinemaScope to the exhibitor depended upon how cheaply the anamorphic lenses could be made available and defended 20th-Fox's insistence that an approved screen be used for projecting CinemaScope. High cost of equipment and unrealistic sales policies could doom new techniques to failure, he warned.

The first item on the agenda was a showing of the Nord 3-D system, enthusiastically received by delegates. Roy

A. Clapp, inventor, explained the system, which utilizes only one projector and cuts costs to 2-D figures. The system is said to eliminate misalignment due to failure of the two machines to synchronize properly. The system uses one film on one projector and claims it will eliminate much eyestrain. Allied spokesmen favoring the system pointed out that it saved time and money for the producer, who need use only one camera; the distributor, who need handle fewer prints, and the exhibitor.

Norman Glassman opened the session by welcoming the delegates and turned the meeting over to permanent chairman Snaper, who stressed the fact that all should feel free to speak their minds since the purpose of the convention was an exchange of ideas among Allied members. Massachusetts Governor Christian Herter also welcomed the delegates.

W. P. Rosensohn, vice-president, Box Office Television, explained the use of theatre television in small and large houses, and Dr. W. A. Shurcliff, Polaroid Corporation, explained the latest electrical and filter devices for the improvement of 3-D films.

Jackson Turner, Polaroid 3-D viewer, sales manager, announced to the convention a nationwide "Technical Service Program" in which the company will invest \$500,000 to perfect the quality of stereo projection.

Polaroid will make available special synchronization and control equipment expressly developed to "take the guess work out of 3-D projection", a kit of special filters, and an illustrated manual for projectionists. The complete "package," moreover, will be furnished free to theatres using Polaroid viewers, with the services of RCA Service Company, Inc., and Altec Service Corporation provided to supervise the installation. For other houses, the outfit will be offered at a flat price of \$95, considerably less than cost.

Included in the package will be the new Polaroid 3-D Sync Monitor, which registers partial frame mis-synchronizations by variations in the pattern of stroboscopic stripes visible through a small view window and mis-synchronizations greater than one frame by a "tell-tale" filter mounted to the top of the monitor box, as well as a 3-D Sync Control, which is wired between the Selsyns of the two projectors, with a knob which permits relative adjustments in 1/6 frame steps. Used together, the two units enable the projectionist to discern and correct variations down to 1/12 frame.

The Polaroid 3-D Filter Kit includes a pair of projection filters of high optical quality to take the place of the inferior filters now in use in many theatres; a "3-D Brightness-Match Filter" which makes any difference in picture brightness immediately apparent; and a pair of special focusing filters which allows the projectionist to adjust the focus of each projector independently. A revised projectionist's manual, incorporating an illustrated check list for consistently good 3-D projection, completes the Polaroid package.

Distribution and installation of the sync equipment and filters, which has already been started in the New York metropolitan area, will begin on a national scale within the next two weeks, when

the 3-D Sync Unit will be in full production.

Allied Board Meeting Preceded National Convention

BOSTON—Allied States Association's board of directors, meeting last fortnight in advance of the opening of the annual convention at the Sheraton Plaza Hotel, favored the renewal of Allied's COMPO membership, but showed no strong demand for further Allied participation in industry negotiations for an arbitration system. The opinion of board members on the arbitration question was either one of opposition or indifference. On all questions, the final decision rested with the membership.

The board's recommendation on renewal of COMPO membership was considered certain to be upheld, mainly because of the dire need of exhibitors for relief from the federal 20 per cent admissions tax. Allied's Colonel H. A. Cole is co-chairman of the tax committee, and Trueman Rembusch is one of COMPO's governing triumvirate. Cole will continue in his COMPO post, but Rembusch, in a letter to Allied President Wilbur Snaper, submitted his resignation as the Allied member of COMPO's governing triumvirate. Snaper will succeed him in the post, with Nathan Yamins as alternate.

The complete agenda for convention sessions was covered at the meeting. The board also instructed a committee headed by Irving Isaacs, Boston, president, Independent Exhibitors, Inc., of New England, to look into the matter of theatre insurance rates. Data has been accumulated showing that while theatres have employed a variety of fire precautions, rates were unchanged in the past 20 years. Isaacs' committee consists of Sid Samuelson, John Wolfberg, and Leon Back.

The board also went on record expressing "indignance" at the "unwarranted criticism and shabby treatment" accorded Abram F. Myers, Allied board chairman, in connection with Allied's arbitration views. The statement was understood to refer to the report issued by the Senate Small Business Committee, which criticized Myers for Allied's rejection of the proposed arbitration draft. The board stated that Myers' action had been unanimously ratified by the board and approved by the membership. It reiterated its contention that film rentals must be arbitrable if arbitration is to work, and expressed a willingness to consider the subject further if distributors agree to necessary changes in the draft.

It was decided that the 1954 convention will be held in the City Auditorium, Milwaukee, on Oct. 12 to 14, in conjunction with the TESMA-TEDA trade show. Allied's National Drive-In Convention will take place on Feb. 2 to 4 at the Netherland-Plaza Hotel, Cincinnati, followed by the winter board meeting at the Terrace-Plaza Hotel, Cincinnati, on Feb. 5 and 6.

June Business Dropped

WASHINGTON—The Internal Revenue Bureau reported last fortnight that admissions tax receipts in July, representing June business, were 1.2 per cent below July, 1952. Receipts totalled \$28,693,000, \$331,000 under last year's figure.

Konecuff

(Continued from page 7)

and "The Great Locomotive Chase", to be filmed in CinemaScope for release late in 1954.

Under the classification of major new all-cartoon features will come "The Lady And The Tramp", in CinemaScope, for release in February, 1955, while "The Sleeping Beauty", also in CinemaScope, will be readied for Christmas of 1955. The Disney organization will handle distribution of feature-length "True Life Adventures", which include "The Living Desert", to be released in November; "The Vanishing Prairie", to be released in June, 1954, and "The African Story", which should play off late in 1954.

The category to be known as "People And Places Features" will include "Switzerland" for February, 1955; "Siam", 1954, and "Morocco" for the middle of 1955, and these will run about 75 minutes each. To be reissued are the following cartoon features: "Pinnocchio", which will be mass-released in New England in February with new prints, new accessories, etc., and a big ballyhoo campaign on TV, radio, newspapers, etc., along with "Beaver Valley", a two-reel "True Life Adventure", as a package, with the rest of the country to see it around Easter. "Fantasia" will also be re-released about the middle of next year in CinemaScope, for which parts of the work are being re-shot, although much of it is suitable for the new medium.

FEEDING NOTE: Since it was time for the South Sea Island film, "Tanga Tika", to open, some smart press agent thought it might be a jolly idea to invite ye press to a different type luncheon in honor of the occasion, a genuine Polynesian style luncheon which could only be obtained in the home of a Mrs. Tutassi Wilson, a genuine Tahitian. In a delightfully decorated penthouse apartment, as records took us musically to the South Seas, an attractive gal did the hula, and we munched on such delicacies as raw fish, spareribs and pineapple, yams, chicken and other unknown items. The producer, director, and photographer of the film, Dwight Long, related some of his experiences in making this colorful and entertaining feature.

This is the same Long who made the Academy Award winning film, "The Fighting Lady", story of a navy aircraft carrier, during the war, and who sailed around the world in a 32-foot ketch and wrote a book about it. This time, he took a camera and 30,000 feet of color film to Tahiti, where he remained for two years making the feature, which is a thing of beauty. It was a memorable day.

CONVENTION NOTE: The Society of Motion Picture and Television Engineers last week opened its 74th semi-annual convention at the Hotel Statler with a luncheon in the grand ballroom at which the keynote speaker was Henry J. Taylor, commentator.

Herbert Barnett, society president, bade the assemblage welcome.

Aboard the dais were: John B. McCullough, Edward S. Seeley, Henry J. Hood, Barton Kreuzer, Frank E. Cahill, Jr., Ralph Hetzel, John G. Frayne, Henry

J. Taylor, Barnett, Earle G. Hines, Peter Mole, John W. Servies, Norwood L. Simons, Skipwith W. Athey, Bobby White, Jack Goetz, and Emerson Yorke.

SURVEY: Ben Schlanger, architect and chairman, Theatre Engineering Committee, SMPTE, reported on a survey conducted by that committee among exhibitors with regard to 3-D equipment and installation and also wide-screen potential and installation, and said that the larger circuits responded more than did the small independent operator. Out of the 8,000 questionnaires sent out, only about 400 replies were forthcoming, with some 340 being used in the analysis. The closing date was mid-September.

Schlanger reported that 51.9 per cent of the theatres in the United States fall into the under 500-seat category, while 42.5 per cent are in the 500-1500 group, and the larger houses make up only 5.6 per cent of the total. The survey was answered by 18 per cent of the small houses; 46 per cent of the middle group, and by 36 per cent of the biggest houses.

Requested were the available heights and widths for screens and the maximum viewing distance from the screen (the distance from the screen to the last row). The results showed that the height of the screen, the most restricting feature, didn't vary much from house to house, but that the width did, with the average being 38 to 40 feet wide. Many smaller theatres reported that exit doors would be blocked were wide-screens to be installed. The average maximum viewing distances worked out as follows: In the 500-seat class, 80 feet; in the 500-1500 category, 103 feet, while in the larger houses it averaged out to 120 feet. The old screen size was determined by dividing the maximum viewing distance by 5.2, with the average size being 18 feet.

The survey seemed to establish that most theatres will be able to entertain aspect ratios of 2 to 1 or under without reducing height too much or a higher aspect ratio if the height is sacrificed. In the under 500-seat house, the average picture height available is 14 feet eight inches, and they can take an aspect ratio of between 1.5-1 to 1.87-1; the 500-1500-seat class has an average screen height of 19 feet, 2 inches, and can use an aspect ratio of from 1.81-1 to 2.16-1, and the larger houses of over 1500 seats have a screen height average to 21 feet, 6 inches, and can use an aspect ratio of 2.06-1 to 2.30-1. Thus it averages out in aspect ratios as follows: Smaller houses, 1.7-1; medium houses, 1.9-1, and larger houses, 2.2-1. Again, it should be stated that CinemaScope and other similar installations can be utilized if the height of the screen were to be reduced.

Of the houses surveyed, the following percentages have already converted to 3-D: 88 per cent of the over 1500 class; 49 per cent of the 500-1500 class, and 14 and one-half per cent of the smaller class, with a total of 50.9 per cent of the total already having converted to 3-D.

Planning to convert by the year's end to 3-D are: eight and one-half per cent of the remaining larger group; 21½ per cent of the middle group, and 11 per cent of the under 500-seat category, with the total planning to convert by the end of the year coming to 15.6 per cent.

Theatres that would not convert to 3-D for a number of reasons including a desire to await the one-print systems, the end of glasses, etc., run as follows: 3.4 per cent of the over 1500-seat class; 29.3 per cent of the middle class, and 74.6 per cent of the small theatres, with a total of 33 per cent planning no conversion to 3-D.

Houses that have already converted to wide-screens are as follows: 13.6 per cent of the over 1500-seat class; six per cent of the middle category, and 3.6 per cent of the smaller houses for a total of 7.4 per cent that have already installed wide-screens.

Theatres that plan to install wide-screens by the end of the year are: 59.3 per cent of theatres with over 1500 seats; 68 per cent of the 500-1500-seat class, and 40 per cent of the smaller houses, with a total of 59 per cent expecting to convert to wide-screen by the end of the year.

Theatres that do not plan to swing to wide-screens by the end of the year are: 27 per cent in the larger houses, 26 per cent in the middle bracket, and 56 per cent of the small houses, for an overall total of 33½ per cent not expecting.

Breaking the results down by circuits and independents, it works out as follows: already converted to 3-D are 68.7 per cent of the circuits as against 28.4 per cent of the independents; planning to convert to 3-D are: circuits, 16.4 per cent, as against 14.7 per cent for the indies. Not planning to convert are: circuits, 14.9 per cent, and indies, 56.9 per cent.

Wide-screen, already converted: circuits, seven per cent, and indies, 7.9 per cent; planning to convert to wide-screen by end of the year: circuits, 59.4 per cent, and indies, 58.8 per cent, and planning no conversion: circuits 33 per cent, and indies, 33 per cent.

FARE THEE WELL NOTE: A goodly number of industryites jammed Sardi's at a cocktail party bidding farewell to United Artists's Leon Roth, former assistant publicity manager among other things, who has now assumed his new post as publicity coordinator on the west coast. He is a good lad, efficient, proficient, and who knows his work well, which, in addition to a sense of humor and other qualities, will cause him to be missed "round these here parts." We wish him all the best.

Present were executives of UA, members of the advertising-publicity departments of virtually every film company, representatives of independent producers, advertising agencies, the trade press, the New York papers and magazines. It was one of the nicest affairs we've been to in some time.

THE METROPOLITAN SCENE: "The Robe" was selected as the "Go-See" Movie of the Month by the New York Subways System. . . . A special booklet of essays by famous war correspondents in tribute to Paramount's "Little Boy Lost" has been prepared, and is being sent out to exhibitors, press, radio, TV, etc. It's a fine 12-page plug. . . . Okeh pressbooks are out on "Those Redheads From Seattle", "Little Boy Lost", "The Fake", "Roman Holiday", "Vicki", and "The Joe Louis Story." . . . Charlie McCarthy recovered from his siege of illness and is back at his desk at COMPO.

TOA

THEATRE OWNERS
OF AMERICA

TESMA

THEATRE EQUIPMENT AND SUPPLY
MANUFACTURERS ASSOCIATION

TEDA

THEATRE EQUIPMENT
DEALERS ASSOCIATION

3

*Leading
Motion
Picture
Organizations*

combine into 1 gigantic

CONVENTION

and *TRADE SHOW*

Conrad Hilton Hotel • Chicago

NOV. 1 • 2 • 3 • 4 • 5, 1953

CONVENTION PREVIEW ISSUE



The PHYSICAL THEATRE and EXTRA PROFITS departments of EXHIBITOR combine for this one issue in order to bring to theatremen a pre-convention report of what awaits them in Chicago in what is destined to be one of the industry's greatest meetings.

Combined Issue Date
OCTOBER 14, 1953

DOUBLE FEATURE

ENTERTAINMENT

& REFRESHMENT

SMASH HIT!

A double bill is a bargain no theatre fan can resist. When you offer your customers the double feature of entertainment with high-quality films . . . and refreshment with delicious Coca-Cola . . . you're sure to have a hit on your hands. Best of all, customer satisfaction makes a nice sound in your coin box. A wide choice of vending equipment for Coca-Cola is available. For the money-making details, write: The Coca-Cola Company, P. O. Box 1734, Atlanta, Ga.

SELL

Coca-Cola

REG. U.S. PAT. OFF.

**In your
theatre**



Don't let 'em get away...
PLENTY FOR EVERYBODY



PLENTY OF HOT POPCORN
 with Star's
New Large Capacity POPCORN WARMER

the most convenient warmer ever made...

- Elevator bottom rises to keep popcorn always at serving level.
- Heated bin, also elevator operated, provides place to keep filled boxes ready for sale.
- Finished in hammered grey enamel, lighted red plastic panels and top, polished chrome trim, stainless steel serving shelf.

PLENTY OF HOT DOGS
 with Star's New Large Capacity STEAMRO, SR.

steams up to 350 hot dogs and warms 200 buns...

- Two matching units with Fenwal Thermostat in each unit to provide proper heat at all times.
- Each unit has own water reservoir for pin-point control, preventing hot dogs from shriveling, drying out or becoming tough.
- Finished in gleaming stainless steel.



For complete information on concession equipment, see your Star dealer or write

STAR MANUFACTURING COMPANY St. Louis 20, Missouri

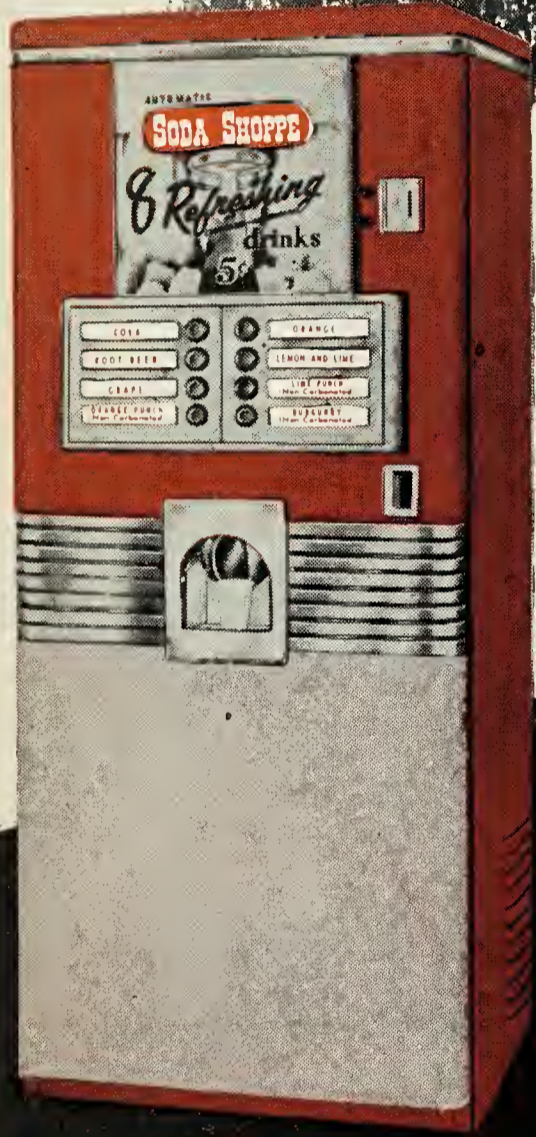
Division of Hercules Steel Products Corporation

STA-21

GROSSES *and Average-Cents-Per-Person*

JUMP 60% - AND MORE

6-DRINK & 8-DRINK SODASHOPPES!



8-Drink SodaShoppe
Supreme selectivity — vends 5 carbonated and 3 non-carbonated drinks. Has 1200 cup capacity, 2500 drink syrup capacity.



6-Drink SodaShoppe
For top locations — vends 4 carbonated and 2 non-carbonated drinks. Has 1200 cup capacity, 2500 drink syrup capacity.



Reports from theatres all over the country have thoroughly established the superior money making power of the 6-Drink SodaShoppe over any other type of drink machine! Not only does SodaShoppe gross more, but certified reports prove it more than doubles the "Average-Cents-Per-Person"

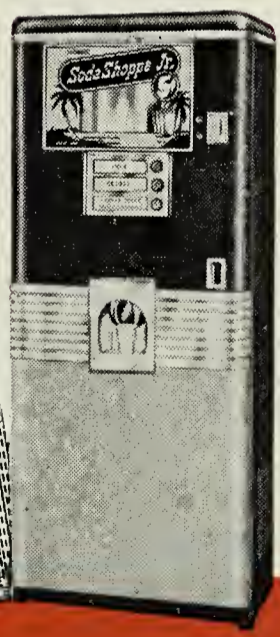
The 6-Drink and 8-Drink SodaShoppes offer complete selectivity in all popular flavors, in both carbonated and non-carbonated drinks. There's a delicious drink for everyone — served quickly and efficiently! The 8-Drink SodaShoppe is a *true* 8 drink cup dispenser because it can serve both Cola and Root Beer besides fruit flavors — which cannot be said of other types of so-called 8-drink machines!

SodaShoppes are marvels of mechanical and electrical simplicity, assuring continuous service-free performance. They have enormous cup and drink syrup capacities, which means they serve more people with far fewer servicing calls.

For the smaller theatre Apco has especially designed the

SODASHOPPE JUNIOR

which has all the service-free features of every SodaShoppe and yet allows for bigger profits per patron. It is a 3 drink machine—vends 2 carbonated and 1 non-carbonated drink—and has 1000 cup capacity and a 1000 drink syrup capacity.



Fill out coupon and Mail TODAY!

APCO, INC. 250 West 57 Street, New York 19, N. Y. Dept. E

Gentlemen: Please send me full particulars about the

6 DRINK SODASHOPPE 8 DRINK SODASHOPPE SODASHOPPE JR.

Please send the name of the nearest SodaShoppe operator.

Name.....

Address.....

Don't delay — get the facts on this guaranteed INCREASE IN PROFITS FOR YOU! Prove it to yourself. Insist that your operator replace one location with a SodaShoppe.

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America's Foremost Pioneers of Beverage Dispensers
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Regional Sales Representatives Throughout The United States

SodaShoppe Makes More Money
Thousands of Theatres Throughout The Country
Including Some Of The Biggest Theatre Chains

**RKO • PARAMOUNT • CENTURY
LOEW • WARNER**

See the complete line of SodaShoppes at the TOA Convention
Booths #81 and #82

Announcing the Sensational New

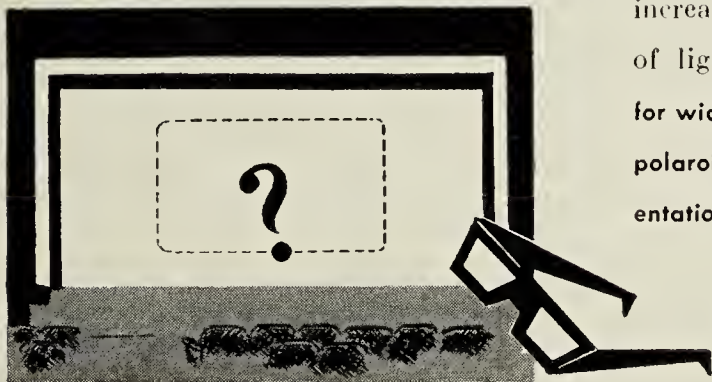
Strong 'SUPER 135'

PROJECTION ARC LAMP

with the **INFRA-BAN BEAM-COOLER UNIT**

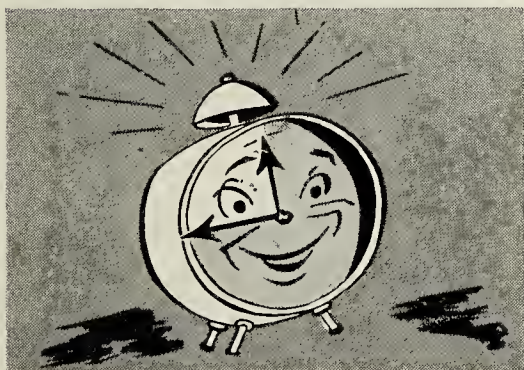


- The only lamp designed especially to project the tremendously increased volume of light required for wide-screen and polaroid 3-D presentation.



- Burning the new 10 mm "Hitex" carbons at 135 amperes, or 11 mm regular carbons at 120 amperes, the "Super 135" projects a much higher level of illumination than any other lamp. In impartial tests the foot candle meter proves that the "Super 135" is the most powerful of all lamps, and you can't argue with a light meter.

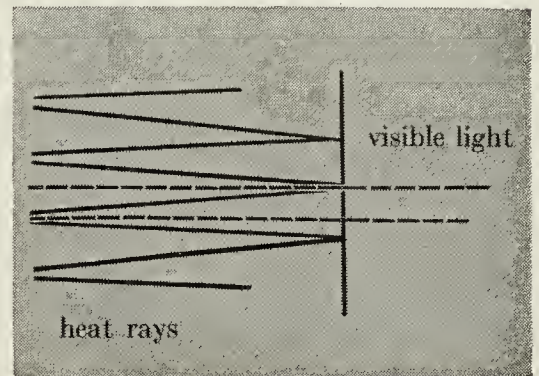
- Accommodating a 20-inch carbon, the "Super 135" is the only



Reflector Arc Lamp which can burn the 10mm "Hitex" Carbon at 120 amperes for a full hour as required by the new 3-D 5000-foot reels. Other lamps

which accommodate only 14-inch carbons can operate at this amperage no longer than 48 minutes without retrimming. The increased volume of light projected by the "Super 135" is especially important with 3-D because of the 60% light lost to the viewer, resulting from the use of polaroid filters. The "Super 135" furthermore maintains a screen light that, in intensity and color value, is constant and identical to that of the associated lamp which is burning simultaneously.

- The new **Infra-Ban Beam-Cooler Unit**, positioned in the path of the light beam, makes unnecessary any troublesome cooling contraptions in the lamp-house such as water coolers, etc. The Infra-Ban unit permits the free passage of the visible light rays while diverting the heat rays away from the aperture and back into the lamphouse from which heat is rapidly withdrawn by a mechanically induced air flow out through the stack. Thus, Strong has made possible a tremendous increase in usable light without a corresponding increase in heat at the aperture.



- The position of the positive arc crater at the exact focal point of the reflector is automatically maintained, without manual adjustment by means of Strong's exclusive Lightronic crater-positioning system. Each carbon is advanced by a separate motor, the speed of which is governed by the Bi-Metal Lightronic Tube. A stream of air directed just above the arc stabilizes its burning and prevents the deposit of soot on the reflector.

- Unit construction, whereby the various components are instantly removable, permits ready adaptation to any future developments in carbons or burning techniques.

- For further information on projection arc lighting of 3-D or wide-screen pictures by any system, address Department 3-D.

THE STRONG ELECTRIC CORPORATION

21 City Park Avenue

Toledo 2, Ohio

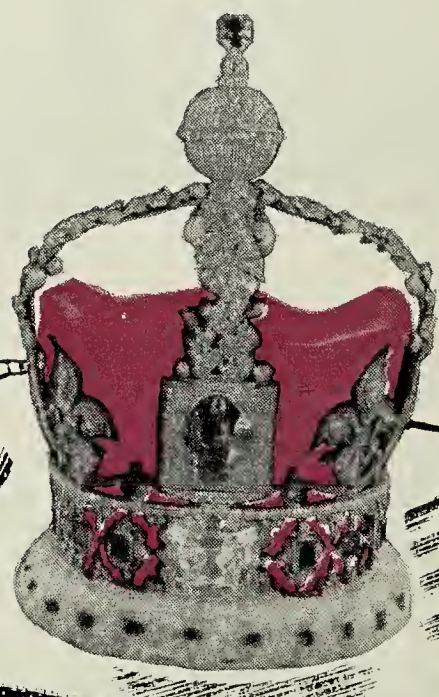
Please send details on Strong "Super 135" Projection Arc Lamps.

NAME _____
 THEATRE _____
 STREET _____
 CITY & STATE _____
 NAME OF SUPPLIER _____

"The World's Largest Manufacturer of Projection Arc Lamps"

Custom Luxury

IN PICTURE AND SOUND AT BUDGET PRICES



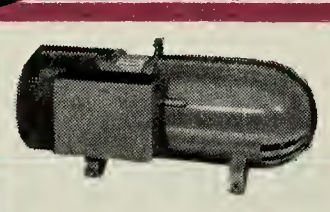
"Craftsmen to the Theatre Since 1896"



PROJECTORS



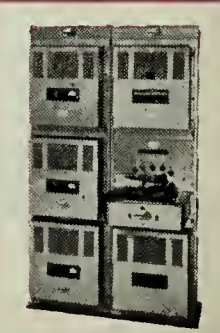
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LAYING IT

On The Line

On To Chicago!

November 1 through November 5. These are dates which every theatre operator should set aside now as an investment that will pay handsome dividends at the boxoffice later. During that period the Theatre Owners of America, the Theatre Equipment and Supply Manufacturers' Association, and the Theatre Equipment Dealers' Association will meet in Chicago's Conrad Hilton Hotel to hold their annual conventions, and to present the largest and most important TOA-TESMA Trade Show in the history of the industry.

Manufacturers of theatre equipment will usually admit that, like most everyone else, they were caught unprepared when the revolution in methods of film presentation exploded. But that situation has been remedied, to a large extent, and confidence has replaced the initial confusion.

Although those who **make** the equipment have been able to come through with the type of products required to utilize the new dimensions, a good number of those who must **use** this equipment are still a bit fuzzy as to what is currently available to them. The TOA-TESMA Trade Show this year should do much to help bring the product picture into sharper focus.

The fact that the record number of 144 booths has been completely reserved for over a month, seems a strong indication that the manufacturers believe they have something worth showing.

Here is an opportunity for every exhibitor who takes the time to visit the Trade Show floor, to thoroughly familiarize himself with every type of merchandise necessary for indoor and outdoor exhibition. The emphasis will naturally be on 3-D, wide screen and stereophonic sound needs. Here is a chance to see first hand what refinements and improvements have been made in screens, lamps, lenses, rectifiers, carbons, etc. Here is a chance to compare, to question, and to criticize, if need be, not one manufacturer, but over 100 different firms.

Any exhibitor who is not interested enough to take the effort to keep up with the latest developments is also taking a chance on becoming an early statistic under the heading, "Theatres Closed."

In order to make it possible for you to get a more complete idea of exactly what the TOA, TESMA, TEDA conclave has to offer, we are again combining our PHYSICAL THEATRE and EXTRA PROFITS Departments to present a special preview issue. On the pages to follow you will hear from the men who run the various organizations. You will learn what each has planned. In addition, you will be able to get the most complete booth information, both as to what and who will be at the Trade Show, to be found anywhere.

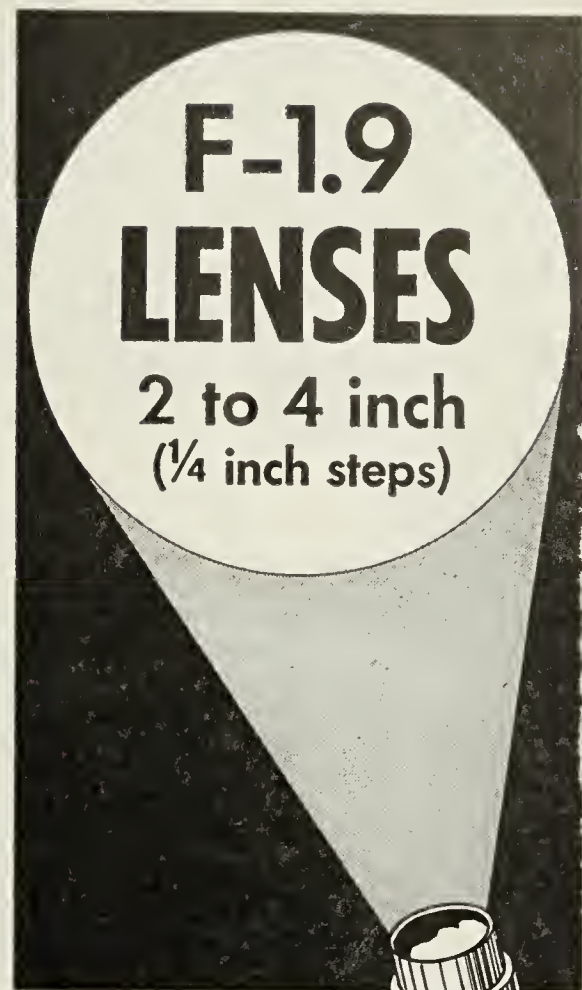
The industry is seeing the dawn of a new era. Don't let it become a yawn—there is too much to lose.

Attend the convention! Take full advantage of what the Trade Show has to offer. You can not afford to do less.

The answers are at Chicago Nov. 1—Nov. 5.
We'll be looking for you!

PHYSICAL THEATRE Combined with EXTRA PROFITS

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3½"—3¾"—4"

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**THE GREATLY INCREASED
VOLUME OF LIGHT DEMANDED
BY 3-D & WIDE-SCREEN PROJECTION**

The New
**NATIONAL EXCELITE "135"
PROJECTION ARC LAMP
WITH THE
REFLECT-O-HEAT UNIT**

Designed to burn 10mm "Hitex" carbons at 135 amperes, or 11mm regular carbons at 120 amperes for maximum light on wide screens. For the full hour running period of 5000-foot 3-D reels, the 10mm "Hitex" can be burned at 120 amperes, or the 11mm regular carbons can be burned at 115 amperes.

The color value and intensity of the light at the screen is maintained constant throughout a full trim, without the need of manual adjustment, by an automatic arc crater positioner.

National's new Reflect-O-Heat Unit permits a great increase in light at the screen without a corresponding increase in heat at the aperture.

Positioned in the path of the light beam, the Reflect-O-Heat Unit passes the visible light while diverting the heat rays back into the lamphouse from which it is removed through the lamphouse draft stack.

See National Theatre Supply about this new lamp now!

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**NATIONAL
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"THERE'S A BRANCH NEAR YOU"

Pre-Convention Issue of
**PHYSICAL
THEATRE**

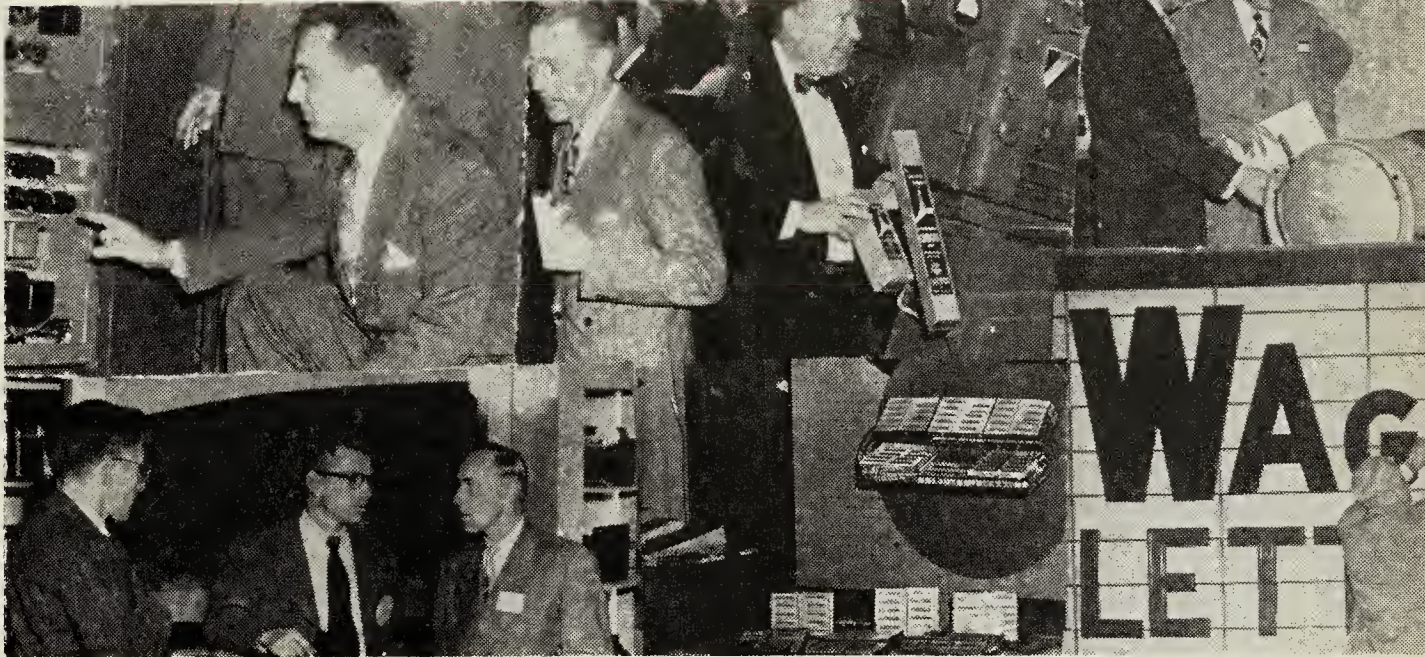
Combined with

**EXTRA
PROFITS**

October 14, 1953



The Trade Show



Complete Information as to What and Who Will be at the Record-Breaking Conclave

THE FOLLOWING is a detailed account of booth information giving details as to who and what will be at the various exhibits. The letter (S) indicates that souvenirs will be available, and the letter (L) indicates that literature will be distributed. A number in brackets (0) indicates the number of years the individual has been in his particular field.

ADLER SILHOUETTE LETTER COMPANY—Will occupy booths 44 and 45. Included among the equipment to be shown will be the Adler glass-in-frame, third dimension two-tone plastic letters, third dimension cast aluminum letters, and the steel sectionad.

Attending the booths and available for interview and consultation will be Ben H. Adler, president; and Richard Strauss, vice-president. (L)

AMERICAN SEATING COMPANY—Will occupy booths 48 and 49. Included among the equipment to be shown will be the luxury type Bodiform theatre chair.

Attending the booths and available for interview and consultation will be J. J. Thompson (30), general sales manager; R. O. Ives (25), branch divisional manager; M. E. Kornbluth (32), salesman; P. C. Nelson (30), salesman; R. H. Zimmerman (20), salesman; and K. Dickinson (39), product manager. (L)

APCO, INC.—Will occupy booths 81 and 82. Included among the equipment to be shown will be the junior and the 3, 4, 6, and 8 drink Sodashoppes, which are coin operated beverage dispensers. A combination Sodashoppe and Coffee Bar will also be seen.

Attending the booths and available for interview and consultation will be Sam Kresberg (35), president; Mel Rapp (10), vice-president in charge of sales; Dan Gould (15), regional representative; and William Kirschke (5), Chicago Regional salesman. (S) (L)

AUTOMATIC DEVICES COMPANY—Will occupy booth 57. Included among the equipment to be shown will be the silent steel No. 310 curved track for wide screens, and the Stop, Start and Reverse No. 932 curtain control.

Attending the booth and available for interview and consultation will be A. Samuels, president; and W. A. Smith, Jr., assistant plant manager. (L)

THE BALLANTYNE COMPANY—Will occupy booths 54 and 55. Included among

the equipment to be shown will be the 4-runner Model 344 stereophonic sound-head, Panoramascope and invisible seam screen, special wide angle lenses, new Dub'l car heater, and complete Ballantyne stereophonic sound system.

Attending the booths and available for interview and consultation will be R. S. Ballantyne (40), president; J. Robert Hoff (8), vice-president; I. M. Brown (20), chief engineer; Edward J. Nelson (20), research engineer; Howard Floershinger, (8), sound engineer; and A. Joe Chantry (5), regional sales manager. (L)

BAUSCH & LOMB OPTICAL COMPANY—Will occupy booth 59. Included among the equipment to be shown will be the f/1.8 Super Cinephor projection lenses, heat reflecting filters, reflectors and condensers, and sound reproducers.

Attending the booth and available for interview and consultation will be salesmen Thomas J. Mulroy, M. H. Stevens, D. H. Peterson, and engineer A. E. Neumer. (L)

BROCK CANDY COMPANY—Will occupy booth 122. Included among the products to be shown will be the Brock Bar, Foursome, and Sealed Sweet Cello Bag line.

Attending the booth and available for interview and consultation will be William B. Riley (29), vice-president; and H. V. Scott (16), vice-president. (L) (S)

CENTURY PROJECTOR CORPORATION—Will occupy booth 109. Included among the equipment to be shown will be projection machines, CinemaScope stereophonic sound equipment, and 3-D projection filters and interlocks.

Attending the booth and available for interview and consultation will be Larry Davee, sales manager and engineer; and W. D. Hausler, vice-president and general manager. (L)

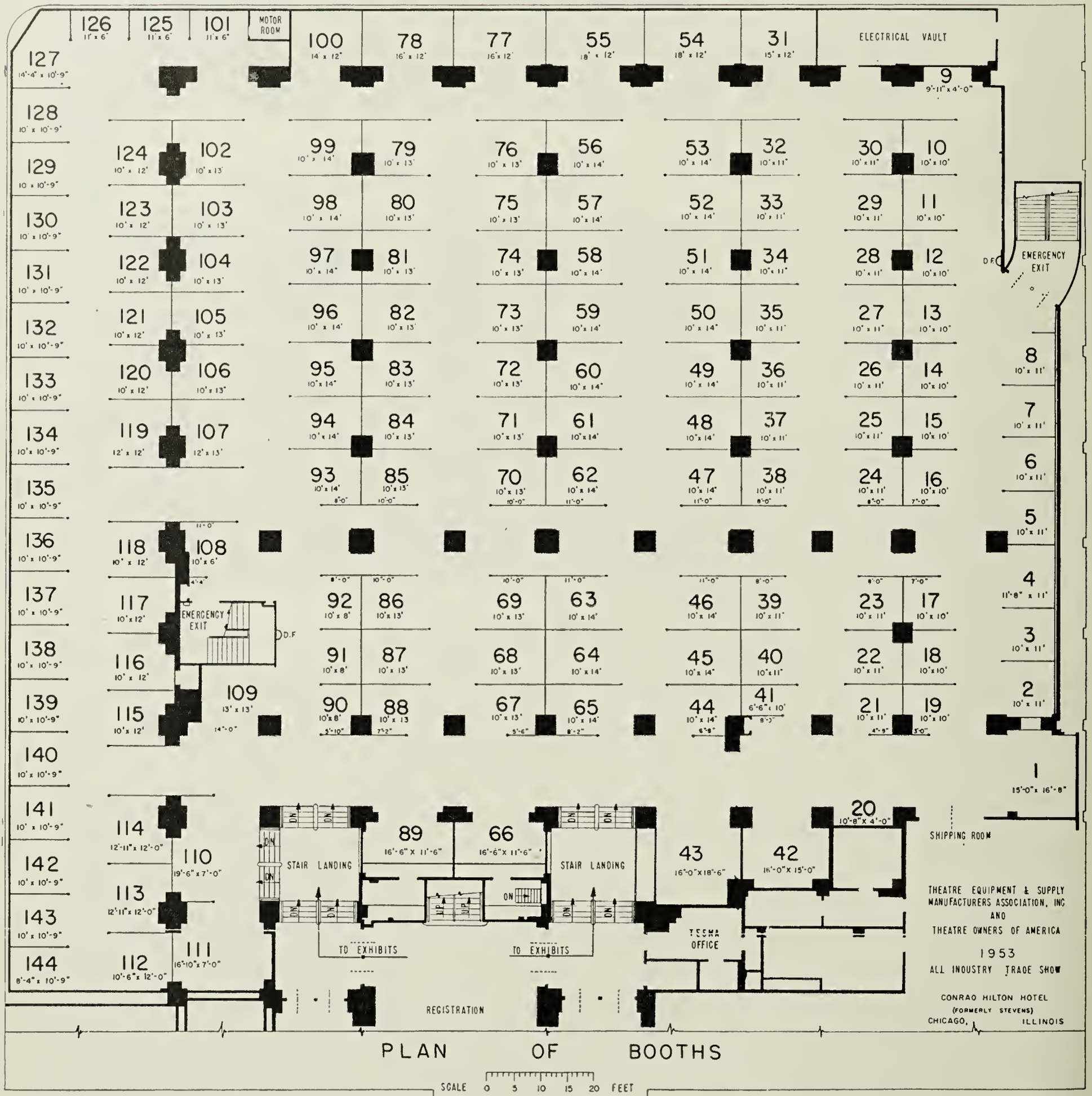
CINESNAX CORPORATION—Will occupy booth 5. Included among the equipment to be shown will be various snack bar items such as the Model A, Model F-A-3, and Model F-B-1 frozen novelty unit; a hot dog and bun warmer, and a popcorn warmer.

Attending the booth and available for interview and consultation will be Mary D. Newburger (10), president; and Robert W. Pedigo (10), vice-president. (L)

COLE PRODUCTS CORPORATION—Will occupy booth 30. Included among the equipment to be shown will be the Cole-Spa "8", Cole-Spa "5", and Magniflo "1200" cup drink dispensers.

Attending the booth and available for interview and consultation will be Albert Cole (25), president; R. L. Cole (15), executive vice-president; S. S. Gaines (15), sales manager; and Rolland Stonebroor (35), theatre sales manager. (S) (L)

Trade Show Booth Layout

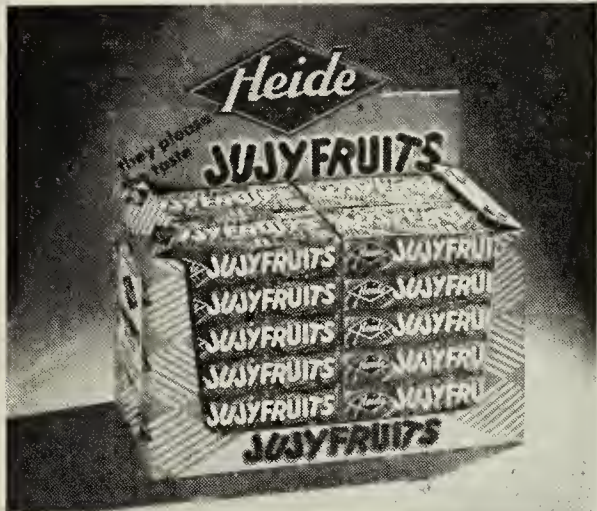


Company name is followed by booth number in parenthesis: Adler Silhouette Letter Ca., (44, 45); Altec Lansing Corp., (77); American Chicle Co., (117); American Seating Co., (48, 49); APCO, Inc., (81-82); C. S. Ashcraft Mfg. Co., Inc., (99); Automatic Devices Co., (57); The Ballantyne Co., (54, 55); Bousch & Lamb Optical Co., (59); A. L. Bazzini Co., Inc., (138); Brock Candy Company, (122); Century Projector Corp., (109); Cinesnax Corp., (5); The Coca-Cola Co., (63, 64, 65, 67, 68, 69); Cale Products Corp., (30); Continental Electric Co., (10); Cretors Corp., (37, 38); Dad's Root Beer Co., (134); Dairy Service Co., (105); Da-Lite Screen Co., (50); Dawa Corp., (93); De Vry Corp., (31); Diecast Aluminum Speakers, Inc., (141); Drive-In Theatre Mfg. Co., (86, 87); Electric-Aire Engr. Corp., (23); EPRAD Co., (108); Everfrast Sales, Inc., (135); F & F Laboratories, Inc., (28); First-American Products, Inc., (51); Globe Ticket Co., (124); Goldberg Bros., (58); GaldE Mfg. Co., (40); Gold Medal Products Co., (96); Gordas Corp., (56); Henry Heide, Inc., (119); Hershey Chocolate Corp., (120); Hewitt-Rabins, Inc., (16); Heywood Wakefield Co., (24, 25); Charles E. Hires Co., (7); Hollywood Brands, Inc., (114); Hollywood Servemaster Co., (47) share; Hol I. Huff Mfg. Co., (47) share; Ideal Seating Co., (100); Imperial Electric Co., (104); Irwin Seating Co., (73); A. & M. Karaghuesion, Inc., (26); Knoxville Scenic Studios, Inc., (8); Kollmargen Optical Corp., (95); Krozy House Papercn Ca., (132); Krispy Kist Karn Machine Co., (131); Kraehler Mfg. Co., (85); La

Vezzi Machine Works, (78); Leaf Brands, Inc., (72); Lorraine Corbons, Inc., (20); Majestic Enterprises, Ltd., (102); Manley, Inc., (115, 116); Mors, Inc., (29); Masan, Au & Magenheimer Conf. Mfg. Co., (103); Miracle Whirl Sales Co., (112, 113, 143, 144); Mission Dry Corp., (79, 80); Hubert Mitchell Industries, Inc., (142); Mohawk Carpet Mills, (6); Matigraph, Inc., (60, 61, 62); National Carbon Co., (83, 84); Notional Theatre Supply Co., (2, 3, 4, 17, 18, 19); The Nestle Co., Inc., (136); Neumade Products Corp., (1); New England Confectionery Co., (137); Norpat Sales, Inc., (123); Orange-Crush Co., (92); Pepsi-Colo Co., (42, 43); Peter Paul, Inc., (27); Pablocki & Sans Co., (106); Pala-Lite Co., (97); Palaraid Corp., (11, 12, 13, 14, 15); Pullman Vacuum Cleaner Corp., (74); Quaker City Choc. & Canfy. Co., Inc. (110); Radiant Mfg. Corp., (32, 33); Radio Corp. of America, (126, 127, 128, 129, 130); Raytane Screen Corp., (75, 76); H. B. Reese Candy Co., (121); Rennie Nut Co., (133); Rex Specialty Bag Corp., (94); J. E. Rabin, Inc., (90, 91); Rawe Mfg. Co., Inc., (52); Society of Mot. Picture & Television Engineers, (111); Spacarb, Inc., (98); Star Mfg. Co., (46); Stereocolar, Inc., (101); The Strang Electric Corp., (70, 71); The Superior Electric Co., (34, 35, 36); Supurdisplay, Inc., (21, 22); The Sweets Co. of America, Inc., (118); Switzer's Licarice Co., (41); Telephone Answering & Recording Corp., (125); Theatre Seat Service Co., (107); Triple S Supply Corp., (53); Wagner Sign Service, Inc., (139, 140); Wenzel Projector Co., (88); Whitney Blake Co., (39).

CRETORS CORPORATION—Will occupy booths 37 and 38. Included among the equipment to be shown will be the improved Hollywood model popcorn machine, the Olympic over-the-counter model, the Hollywood junior model and the giant gas and giant electrical models.

Attending the booths and available for interview and consultation will be C. J. Cretors, general manager; and H. R. Chrisman, Jr., director of sales. (S) (L)



Here is one of the items for theatre refreshment stands that Henry Heide, Inc., will show.

DAD'S ROOT BEER COMPANY—Will occupy booth 134. Included among the equipment to be shown will be the five flavor Uniflow dispenser and various barrels, dispensers, etc.

Attending the booth and available for interview and consultation will be G. E. Kopald (5), assistant advertising manager; W. H. Russell (20), national sales manager; B. Weibach (5), assistant national sales manager; and J. Friedlund (25), national district manager. (S) (L)

DAIRY SERVICE COMPANY—Will occupy booth 105. Included among the equipment to be shown will be a butter server for dispensing over popcorn, and a fudge server.

Attending the booth and available for interview and consultation will be Alfred Wickesberg (5), president; Kathryn Wickesberg (5), vice-president; Allen J. Clarey (2), and Charles Schlafer, Jr. (2). (L)

DA-LITE SCREEN COMPANY, INC.—Will occupy booth 50. Included among the equipment to be shown will be the Da-Lite Wonder-Lite silver screen.

Attending the booth and available for interview and consultation will be Gilbert Heck (26), sales manager. (S) (L)

DAWO CORPORATION—Will occupy booth 93. Included among the equipment to be shown will be acoustcraft drive-in speakers, ramp signs, shadow signs, traffic guides, and magazines.

Attending the booth and available for interview and consultation will be David Wolf (20), president; and Albert Schumaker (21), sound engineer. (S) (L)

DE VRY CORPORATION—Will occupy booth 31. Included among the equipment to be shown will be theatre projectors, theatre amplifiers, and 16mm. projectors.

Attending the booth and available for interview and consultation will be W. C. De Vry (30), president; M. W. Paarmann (25), sales manager; F. A. Rauscher (17), service manager; and W. E. Dute (25), service engineer. (L)

DRIVE-IN THEATRE MANUFACTURING COMPANY—Will occupy booths 86 and 87. Included among the equipment to be shown will be Zeiss Projection lenses, universal speakers, port hole blower, filter alignment and blower device, automatic jet lamp house blower, marquee letters, 3-D screen coating, screen towers, and drive-in lighting and directional signs.

Attending the booths and available for interview and consultation will be George P. Heller (10), president; Francis H. Keilhack (25), general sales manager; George Higginbotham (6), purchasing agent; and L. E. Higginbotham (6), production manager. (S) (L)

ELECTRIC-AIRE ENGINEERING CORPORATION—Will occupy booth 23. Included among the equipment to be shown will be an electric hand dryer, and Cee-Loc, a combination cigarette shelf and toilet stall lock.

Attending the booth and available for interview and consultation will be E. S. Hewitt (32), executive vice-president; J. J. Vonasek (5), assistant secretary; and P. H. Vivian (4), Chicago representative. (S) (L)

EPRAD COMPANY, INC.—Will occupy booth 108. Included among the equipment to be shown will be the Eprad universal in-a-car speaker, the deluxe speaker, and Uni-Max 2-D and 3-D screen paint.

Attending the booth and available for interview and consultation will be Al Boudouris, president; Robert Caves, general manager; and Orville Wells, salesman. (S) (L)

EVERFROST SALES, INC.—Will occupy booth 135. Included among the equipment to be shown will be the Everfrost soda bar for refrigerated drinks, and the soda bar for concession counters.

Attending the booth and available for interview and consultation will be Don Hilke (20), vice-president and sales manager. (S) (L)



Bausch & Lomb will introduce this new three-inch focal length f/1.8 lens at the Trade Show.

F & F LABORATORIES, INC.—Will occupy booth 28. Included among the products to be shown will be cough lozenges.

Attending the booth and available for interview and consultation will be F. H. Schonlau (29), vice-president; and Tom Anderson (3), sales manager.

FIRST AMERICAN PRODUCTS, INC.—Will occupy booth 51. Included among the equipment to be shown will be a new type directional signal, drive-in plastic screen facing, and a complete line of drive-in theatre equipment.

Attending the booth and available for interview and consultation will be Wallace Agey (6), president; Brooks C. Noah (6), vice-president; Richard E. Wiles (6), Secretary-treasurer; and Robert Powell (10), production manager. (L)

GOLDBERG BROTHERS—Will occupy booth 58. Included among the equipment to be shown will be reels, booth tables, automatic rewinders, sand urns, and speaking tubes.

Attending the booth and available for interview and consultation will be Morris Goldberg (10), general manager; and Jacob Goldberg (25), factory manager. (L)

GOLDE MANUFACTURING COMPANY—Will occupy booth 40. Included among the equipment to be shown will be automatic enclosed rewinds, ticket boxes, ticket dispensers, sand urns, spotlights, and slide projectors.

Attending the booth and available for interview and consultation will be E. W. Goldberg, president; H. B. Engel, sales manager; Ted Eisman, assistant to president; and William Vizily, export manager. (L)

GOLD MEDAL PRODUCTS COMPANY—Will occupy booth 96. Included among the equipment to be shown will be the Whirlwind cotton candy machine, and the Sno-Konette ice shaver.

Attending the booth and available for interviews and consultation will be D. C. Evans (25), president; and D. B. Evans (5), sales manager, (L)

HENRY HEIDE, INC.—Will occupy booth 119. Included among the products to be shown will be candies for theatre refreshment stands and vending machines such as licorice pastilles, jelly beans, jujufruits, etc

Attending the booth and available for interview and consultation will be Walter R. Keefe, vice-president for sales; Eugene E. Sullivan, advertising manager; and Howard A. Gibbs, Chicago representative. (S)

HERSHEY CHOCOLATE CORPORATION—Will occupy booth 120. Included among the products to be shown will be five and ten cent almond, milk crackle, Mr. Goodbar and semi-sweet chocolate bars, hot chocolate, syrup, etc.

Attending the booth and available for interview and consultation will be L. H. Harkness, assistant general sales manager; P. G. Shultz, sales promotion man-

(Continued on page PT-EP-27)



Above is a view of the Luxury type Bodiform theatre chair from American Seating Company.

TESMA Optimistic



By J. Robert Hoff

TESMA President

IT seems very proper that 1953, which ushered in one of the most stimulating and exciting periods in the history of the motion picture industry, should also be the year that the Theatre Equipment and Supply Manufacturers Association celebrates its 20th anniversary.

I say proper because I sincerely believe that the firms devoted to keeping the nation's theatres in operation have played a vital role in the current upsurge of interest in motion pictures. Although I could by no stretch of the imagination be accused of being impartial when it comes to TESMA, and what it stands for, I feel that this partisan attitude has been justified.

Let us pause a moment and try to recall just what the situation was not too long ago. The first rumblings of the events that were to explode with such force at the opening of Cinerama, in New York City. Although this fabulous three-eyed innovation created quite a stir in the press, its custom-tailored demands and prohibitive costs acted as a brake on the enthusiasm demonstrated by the average exhibitor. There seemed little here that could immediately be adapted for widespread use in most theatres. However, when 3-D showed up, there was an eruption that shook the entire industry.

Sudden Demands

Theatre equipment manufacturers were suddenly called upon to furnish tremendous quantities of items which, in many cases, either were hardly out of the planning stage, or were never previously in heavy demand. Such things as 25-inch

magazines, free-wheeling reels, mechanical and electrical interlocks, rectifiers, screens, lenses, etc., suddenly became the number one topic among theatremen who, to say the least, were not prepared for this unexpected turn of events.

I think that it should also be remembered that with the lifting of the Government's ban on building, there was a rush to construct and enlarge literally thousands of drive-ins. This was another area which demanded the attention of the TESMA membership.

Looking back it can easily be seen that the men who make theatre equipment were put in a position where they had to produce on a moment's notice, or probably jeopardize the chances of thousands of exhibitors to cash in on the rekindled interest of the movie-going public. This task would have been made much simpler if manufacturers were willing to sacrifice quality for quantity. But we have spent years in turning out products that theatremen bought with the knowledge that they were getting the best, and the members of TESMA were not going to do anything to destroy that confidence.

The thousands of theatres that are presently equipped with wide screen, 3-D and stereophonic sound systems, seem to me, to be conclusive proof that the trust placed in the hands of the theatre equipment manufacturers was not misplaced or abused.

Research Continues

This does not mean that all the equipment found in today's theatres is the ultimate. The research departments of all

reputable companies are working overtime in an effort to refine and improve upon the design and performance of their products. And just as important, they are trying to bring costs down to a level where even the smallest exhibitor will not be excluded from offering his patrons the finest in the new projection and sound techniques. The steadily growing number of price reduction announcements seems to bear me out.

In addition to the projection and sound equipment, the producers of all the thousands of other items that go into making the modern theatre a success, have also been at work. I think I am safe in saying that at the present time the theatre operators of this country have more first class equipment available to them than ever before. I also think that I am safe in saying that no exhibitor can afford *not* to keep up with the latest developments. Which brings me to the coming TOA, TESMA-TEDA conventions and TESMA Trade Show, (combined this year with TOA Trade Show) to be held in Chicago's Conrad Hilton Hotel, Nov. 1 through Nov. 5.

Trade Show

Any of you who attended last year's trade show can attest to the fact that it was the largest and most informative one ever held. Exhibitors, dealers, and manufacturers had the opportunity to meet, exchange ideas and viewpoints, and get a fuller and more complete understanding of each others needs and problems. I am indeed happy to be able to report
(Continued on page PT-EP-16)

For Luxurious Appearance

and Relaxing Comfort

Reseat with

American Bodiform® Chairs



American Bodiform Spring-Back Chair No. 16-870

They are the criterion of luxurious appearance and comfort. They set the pace for your newest projection and sound equipment. They are the very heart of that new decor expected by today's more discriminating moviegoers.

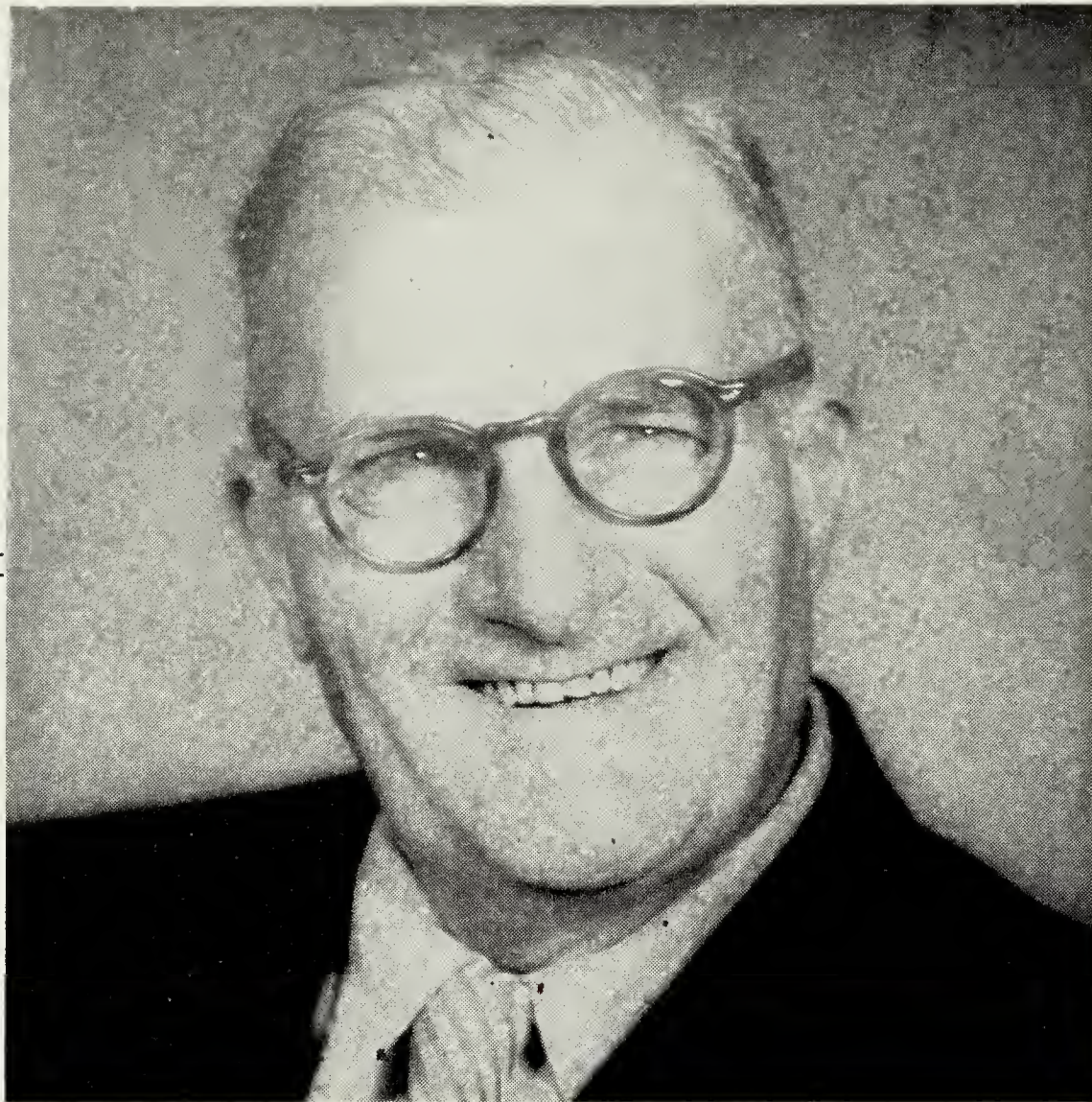
Visit our Exhibit in TESMA Trade Show
October 31—November 5

American Seating Company

WORLD'S LEADER IN PUBLIC SEATING

Grand Rapids 2, Michigan
Branch Offices and Distributors in Principal Cities
Manufacturers of Theatre, School, Church, Auditorium, Transportation,
Stadium Seating, and Folding Chairs

ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY



TEDA

Members Ready

By Ray Colvin

TEDA Executive Director

AS I look back over the past year, which has indeed been a most hectic period in the motion picture industry, I can point with no little pride to the part played by the theatre equipment dealer, as well as the manner in which he played that part during those days when most of the industry was apparently bewildered, befuddled, and in a confused state of mind.

Many exhibitors, as you read this, will no doubt recall that in the first months during which the new techniques, such as 3-D, wide screen, etc., were being introduced, your local theatre equipment dealer was not too anxious to give counsel about what to buy, or what to do. In most cases he seemed to be hesitant about giving advice.

I feel that I am safe in saying that during that period fully two-thirds of the sales of equipment made for the presentation of these new techniques were "bought sales," rather than "sold sales." In fact, there were many instances where the exhibitor had to beg the equipment dealer to sell him the merchandise that he felt that he wanted to buy.

Now just why did such a situation exist?

Dealers Unsure

To me the answer is indeed clear. The theatre equipment dealer was not sure of himself. He was not sure of the type of equipment being offered. And he was not sure of his own knowledge of the existing problems. He did not want you to purchase the wrong equipment knowing quite well that the small amount of profit that he would derive from such a sale would not be worth the danger of steering you wrong and losing your patronage. He wanted to be sure of himself before giving advice.

The doctor who studies for years to obtain his degree quite often finds himself in this same predicament when suddenly a new disease appears in his community. He must seek counsel before advising.

The lawyer who has also studied for years before being admitted to the bar, oftentimes takes a case in which legal points are involved with which he is not familiar. He also seeks counsel before giving advice.

It is no disgrace for these gentlemen to

say, "I don't know right now, but I will find out." And it is also no disgrace for the theatre equipment dealer to say "I don't know." Time, they say, changes everything.

On Firm Ground

Time has most certainly changed the attitude of the dealer. After months of research, study, clinics, conferences, and experiments, he finds himself now on firm ground, and in a position to feel free to give advice. He feels qualified to give theatremen the help necessary for the proper presentation of the new developments. Today, when he goes to a theatre to make a survey to determine the proper equipment for your particular theatre, he does so with a feeling of complete confidence in himself, and with the assurance that his recommendations to his customer are backed up by complete study of the many problems involved.

One of the most important functions of the Theatre Equipment Dealers Association is the distribution among our members of pertinent data on all problems confronting the industry. During the past

(Continued on page PT-EP-18)

**Today's
theatre patron
expects
LIVING ROOM
COMFORT**

She wants
attractive
surroundings
as well as
an EASY CHAIR



Heywood-Wakefield's popular TC 700 ENCORE Chair offers smart, modern design to dress up any theatre and deep, spring cushion comfort for its patrons.

The seat of the ENCORE is constructed with steel coil springs, properly graduated in compression for all-over comfort. The back, comfortably padded and protected by the all-steel edge around the top and sides, has a scientifically determined back to seat ratio for proper posture comfort. For further information, contact your Heywood-Wakefield representative or write for the fully illustrated catalogue on Heywood-Wakefield Theatre Chairs.

Be sure to visit the Heywood-Wakefield Exhibit, Booths 24 and 25, T.E.S.M.A. Convention, October 31st-November 5th, Conrad Hilton Hotel, Chicago

Comfort is our business . . . in theatre seating as in Heywood's famous household furniture like the Ashcraft Tub Chair at top.

HEYWOOD-WAKEFIELD
Theatre Seating Division
Menominee, Michigan

Sales Offices:
Baltimore, Boston, Chicago, New York



TESMA Officers and Board of Directors for 1952-53. Seated, left to right, are: W. A. Gedris; J. E. Jones, vice-president; J. Robert Hoff, president; Roy Boomer, secretary-treasurer; Oscar F. Neu. Standing, left to right:

E. LaVezi; E. Wagner; J. F. O'Brien; Ben Adler; L. W. Daves; F. W. Matthews; J. J. Nolan, and C. S. Ashcraft. Absent from the picture are Harry H. Strong, D. E. Hyndman, and W. C. DeVry, members of the board.

Tesma Optimistic

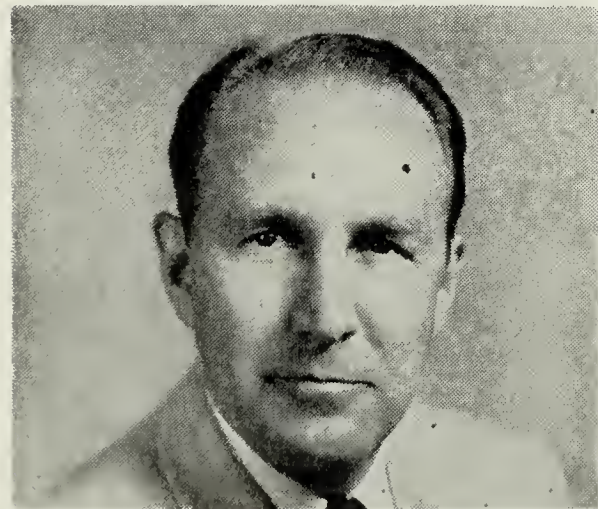
(Continued from page PT-EP-12)

that this year's trade show will be even larger. More than 100 firms have completely reserved the 144 booths that were available. And the type and variety of products to be shown is somewhat staggering.

See For Yourself

Exhibitors who have been wondering about the various wide screen techniques, stereophonic sound installations, 3-D equipment, and all the other items involved in presenting the latest that Hollywood has to offer, will be able to see just what it is really all about. A theatreman will be able to stay on one floor and be able to compare everything from nickel candy to complete drive-in theatre packages, as to price and the ability to meet his particular demands. He will be able to talk to the men who design and build the equipment.

The keystone to the success of the motion picture business has been the fact that "seeing is believing." At this trade show it will be possible to not only see the equipment, but to personally test it and watch it in operation. No amount of words can compare with being able to see for yourself. The forthcoming trade show offers the greatest opportunity for exhibitors to personally find out what is available to them, than ever before in history.



Seen above is Lee Jones, vice-president of Theatre Equipment and Supply Manufacturers' Association.

If you get the impression that I am trying to sell you on the idea of attending the convention-trade show, you are absolutely correct. As president of the Theatre Equipment, and Supply Manufacturers Association, I am extremely proud of the way its members have faced the challenge of the past few months. I have spent a good deal of my life selling, and doing it with all the vigor and resources at my disposal. But I have never



This scene of exhibitors registering for a previous trade show should be repeated many times at the coming Chicago TOA-**TESMA** Trade Show.

tried to sell anything which I did not believe in myself. And I am trying to sell every exhibitor on the value of being in Chicago Nov. 1 through Nov. 5, for two reasons.

Mutual Aid

I have already attempted to describe the benefits that the trade show holds for the theatreman. However, I am equally anxious to get as many persons to attend for the benefits that it holds for the members of **TESMA**.

It is physically impossible for manufacturers to meet and discuss problems with as many exhibitors as they should. There is no one in the world who can tell a manufacturer more about his product's performance than the person who actually uses it. And there is no one who can do a better job of telling what a product can *not* do than the one who buys and uses it.

Any number of **TESMA** members who

have shown previously, will be glad to tell you that they picked up many invaluable suggestions as to changes in design and how to make a better piece of merchandise from their contact with exhibitors. The need for closer liaison between manufacturer and exhibitor was never as important as it is now. There is no better way of establishing this than by being present at the convention.

Original Purpose

I would like to close by quoting from the original aims and purposes that were set down by the organizers of the Theatre Equipment and Supply Manufacturers Association in 1933:

"To promote, foster and advance the interests of the members as manufacturers and distributors of theatrical equipment and supplies; to increase the use of their products; to improve the conditions under which the industry is carried on; to develop fair and just competitive methods; to perfect machinery for the peaceful settlement of disputes between members, or between them and their customers; and to collect and disseminate pertinent data relating to the industry . . ."

Although these aims and purposes were penned 20 years ago, they were never more important, or more true than they are today.

To every exhibitor who sees this, I ask you to be present when the trade show opens Nov. 1. You owe it to your patrons and yourself to be there.

See you in Chicago!



One of the most active members of **TESMA** is Roy Boomer, the hard-working secretary-treasurer.

SOME STRAIGHT TALK ON 3-D AND WIDE SCREEN PROJECTION

"How much *more* light do I need for my new movie system?" That's the question everyone's asking today. Now is the time for specific, *factual* data on light requirements for 3-D and expanded screen projection.

With this need in mind, research and development engineers of National Carbon Company have collaborated on a treatise on screen light for the new motion-picture systems.

HERE'S WHAT THIS FREE BOOKLET CONTAINS:

- Range of screen sizes suitable to each of the new "National" lighting carbons listed below for 3-D and wide-screen projection.
- Answers, based on original research, to many of the projectionist's problems, presented in a form he can easily apply to his own physical set-up.
- Information *anyone* can use for a better understanding of the lighting problems peculiar to exciting new stereoscopic and wide screen systems.

"NATIONAL" CARBONS FOR NEW PROJECTION SYSTEMS

TYPE OF LAMP	CARBON	AMPERES
Non-rotating, Reflector-	7, 8, & 9mm "Suprex"	42-75
Rotating, Reflector	9, 10, & 11mm H. I.	75-115
	10mm "Hitex"	115-135
Rotating, Condenser	13.6mm H. I. & "Hitex"	125-180

GET YOUR FREE COPIES OF THIS IMPORTANT ARTICLE

The terms "National", "Suprex", and "Hitex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

District Sales Offices:

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NATIONAL CARBON COMPANY
30 E. 42nd Street, New York 17, N. Y.

Gentlemen:

Please send me postpaid and without charge, _____
copies of your new article on screen light for the new
motion picture systems. No obligation, of course.

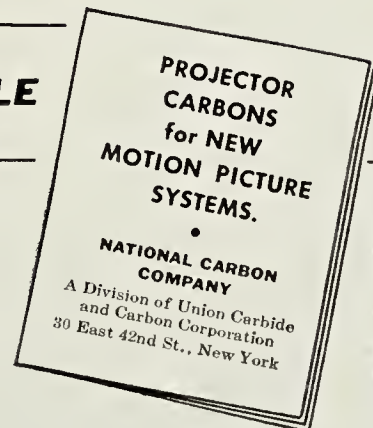
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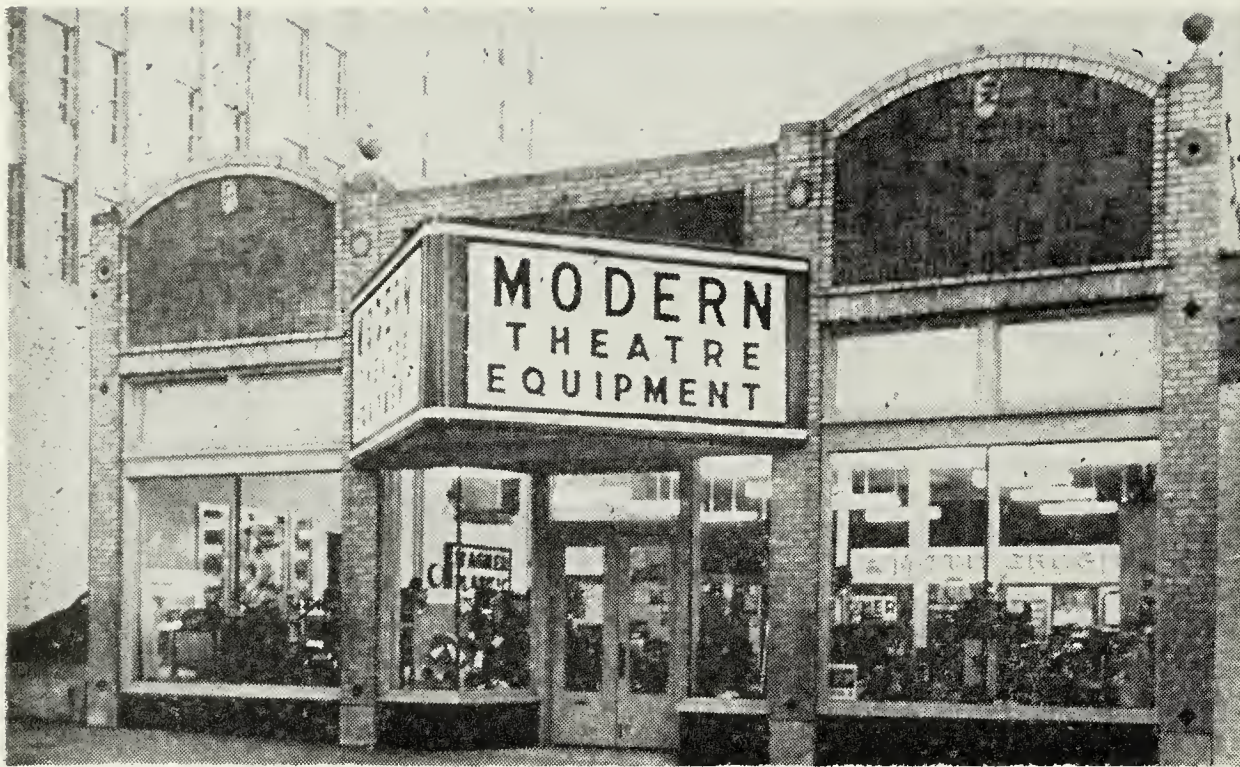
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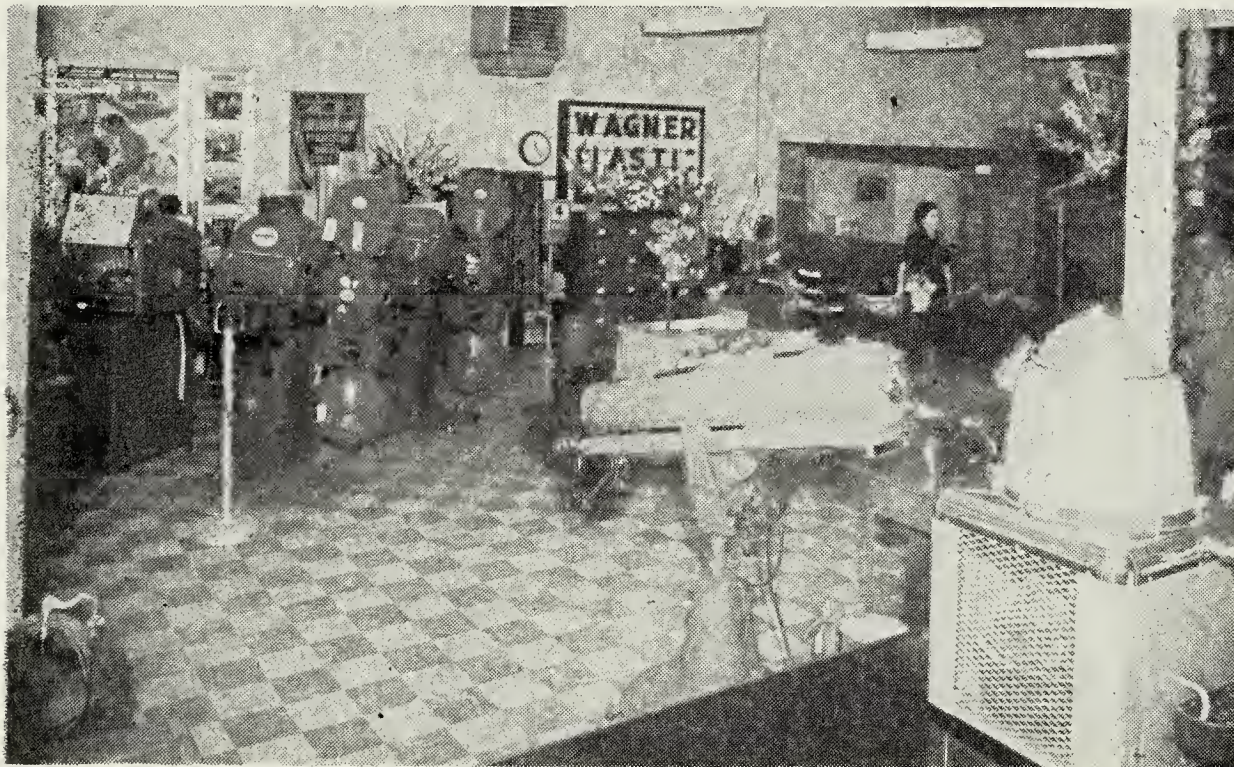
Address _____

(Signed) _____





Seen above and below are exterior and interior views of the Modern Theatre Equipment supply house, Dallas, Tex. It is typical of the type of supply house that enables exhibitors to get the best equipment available, and the kind of friendly advice and service that is invaluable. The members of TEDA are ready to help theatremen meet the challenge of today and be ready for the tomorrow's to come.



Member of the 1952-53 TEDA Board of Directors. Seated, left to right: Joe Cifre, W. E. Carrell, Ray G. Colvin, Nash Weil, Tom Shearer. Standing, left

to right: E. P. Herber, J. Eldon Peek, H. M. McLaren, Harold Abbott, S. F. Burns, M. E. Frosch, and George Hornstein. Not shown is H. I. Tegmeier.



TEDA

(Continued from page PT-EP-14)

year we have made a special effort to keep our members well informed on such subjects as 3-D, wide screen, and stereophonic sound, as well as what will probably happen during the period of transition from "present to future." Today you will find your dealer well versed on all phases of these new developments.

TEDA Aims

When Harry Graham, Frank Van Husan, J. Eldon Peek, A. E. Thiele, and your author conceived the idea, back in 1936, of creating an organization which would enable the theatre equipment dealers throughout the country to do a better job of giving exhibitors what they really needed, we could not imagine or foresee the present situation. It is a great source of satisfaction, therefore, to know that through TEDA, the dealers have been able to help bring some degree of order and sanity to a situation that almost reached the panic stage at the outset.

After the first shock of the new techniques wore off, there was offered to theatremen a number of "revolutionary" new products which did not meet the high standards of performance and durability which dependable manufacturers and dealers have always insisted upon. Much the same thing occurred when sound first made itself heard, and thousands of exhibitors lost fortunes after purchasing faulty or improper equipment.

It is indeed gratifying to know that except for a few rare exceptions, this unhappy circumstance did not repeat itself. Exhibitors were willing to wait until their dealer was sure of himself, and until the reliable firms had had a chance to make the necessary adjustments.

The fact that theatremen were willing to wait is, I feel, a tribute to the Theatre Equipment Dealers' Association, and its membership. I say this because it has always been one of the primary goals of the organization to safeguard the theatre operator from making unwise purchases.

Convention-Trade Show

Another important function of the theatre equipment dealer is to see to it that
(Continued on page PT-EP-26)

CONGRATULATIONS

20th Century-Fox

*on ushering in a new era in exhibition
with the powerful attraction*

THE ROBE

Not only has 20th Century-Fox given the American public one of the outstanding productions of all times, but it has also revolutionized the industry's projection and sound techniques with its highly successful introduction of CinemaScope.

Never before has a motion picture offered such dramatic impact. Never before has sound added so much to an entertainment experience.

RCA is proud to announce it is now ready to install complete RCA Stereoscope Sound Systems featuring the new "Button-On"

soundhead, controlled-horn-angle stage speakers, powerful auditorium speakers, and all-new "Audio-Sync" amplifiers. Projection equipment and specially developed Wide-Arc lamps make it possible for the exhibitor to equip his theatre for CinemaScope entirely from one source.

Get ready now for your bookings of the important new single-film, four-track productions. Contact your RCA Theatre Supply Dealer for information on availability of RCA Stereoscope Sound.



***THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.***

® In Canada: R C A VICTOR Company Limited, Montreal.

Theatre Concessions

The Conventions and Trade Show Offers Exhibitors Opportunities to Study Extra Profit Developments

THEATRE concession activities seems certain to be one of the major items at both the conventions and the trade show of TOA, TESMA, and TEDA. In the last few years theatre concessions have grown so rapidly, and have become so important that even those theatre operators who had the foresight to specialize in this branch of theatre operation, are eager to increase their knowledge and experience by learning what had been done with success elsewhere, as well as seeing what new products are available to them.

There seems little doubt that the coming Chicago conclave will present countless opportunities to exchange concession "know-how", and to get a complete picture as to what the various manufacturers have to offer in the way of new merchandise and merchandising equipment and procedures.

On the basis of reliable reports, concession stand operation, both indoor and outdoor, will generally show a profit for the past 12 months, in most situations. One of the contributing factors leading to this happy circumstance is the fact that exhibitors are beginning to devote more time and effort to cultivating and expanding this source of revenue.

Another reason for the rise in extra profits activity is the growing awareness on the part of the manufacturers, of the importance of the theatre market. It would seem a wise practice for theatremen to make an effort to keep manufacturers conscious of the value of theatre sales. The logical outcome of such a situation

would be a greater effort on the part of those who supply concession items, to make an especial effort to expand this market by designing and developing more products with the theatre specifically in mind. This seems to be a cycle that could only result in increased volume for all parties concerned.

The pressure of increasing costs, high taxation and the resultant reduced income has made many businesses, including chain stores and supermarkets, as well as theatres, aware of the fact that they must take on additional lines to show an improvement in their grosses. A method of achieving this goal is an effort to train the public to increase their dollar purchases through a visual selectivity and self-service.

Visual selectivity refers to the reasoning that the closer merchandise is brought to the customer, the greater is the possibility of his purchasing more than one item. It is on the basis of this thinking that many successful theatre concession stands are those which are not completely covered by glass and other elements that tend to place a barrier between the purchaser and the merchandise.

The term self-service is self-explanatory. Most signs seem to indicate that when the customer is allowed to serve himself he has a tendency to make larger purchases, and to take less time while making these purchases. The arguments for a greater swing to self-service operation are powerful.

A good many persons have a dread of

being made the center of attention even in such a situation as buying candy. Therefore, he will avoid going to a stand where he will have to battle for the attention of the clerk, and then call out his purchase. This same person will very often relish the thought of being able to go over to a stand, make his own selections, and quietly leave—and chances are he will buy more under these circumstances.

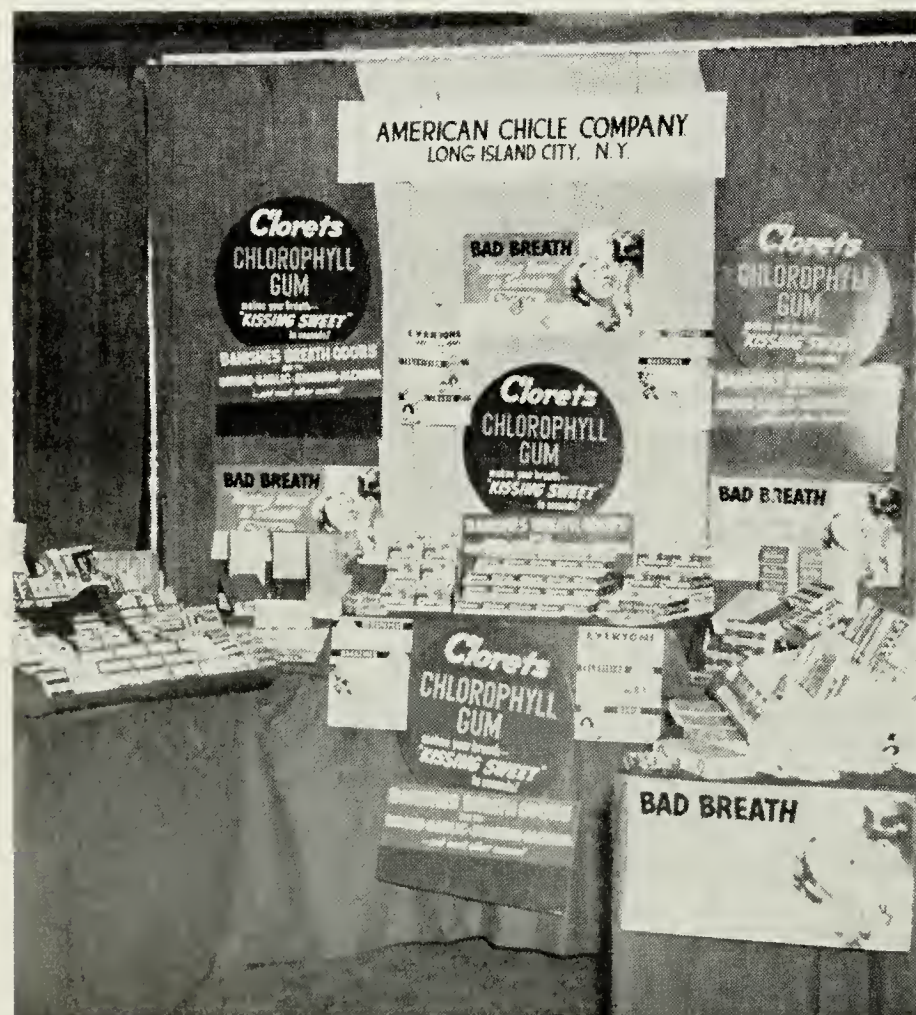
Stock turnover is of vital importance in any business, and the "help yourself" operation seems to speed up this process. In a recent survey 5,000 customers in 12 shops were checked with the following results: shoppers in self-service stores made purchases in 25 per cent less time, and bought 16 per cent more merchandise than a similar number of customers in other types of stores. These figures speak for themselves.

Another fairly obvious advantage for the self-service concession stand is the need for less help. With most of the selections being made by the customer there is only need for one person behind the counter, primarily to act as cashier, and handle such things as ice cream or other products that do not lend themselves to self-service handling. Under such conditions the sales person has more time to concentrate on giving correct change, and to keeping the stand in proper order.

Another area of extra profits activity that could be improved is packaging. Visual appeal is a powerful one, and

(Continued on page PT-EP-39)

One of the most important new trends in concession operation is the use of new products. An example is this display of chlorophyll gum seen below.



In any successful refreshment stand, display and the proper placement of equipment is vital. Seen below is an example of a well-laid out snack bar.





WELCOME
T.O.A T.E.D.A. T.E.S.M.A.
DELEGATES

Refreshes without filling
Pepsi-Cola



The Light Refreshment for **Heavy Traffic**

A Salute to Progress

TOA Makes Many Important Contributions to the Industry in its Six-Year History

THE THEATRE OWNERS OF AMERICA has always been such an active and constructive organization that it comes as something of a surprise when it is realized that the TOA is only six years old.

On Sept. 19, 1947, at the Shoreham Hotel, Washington, D. C., the American Theatres Association and the Motion Picture Theatre Owners of America formally decided to merge and form what is now known as the Theatre Owners of America (TOA).

The forerunner of this merger was a meeting in New York at the Astor Hotel, July 20, 1947, of the boards of directors of the ATA and MPTOA.

The two groups joined in deliberations on the many industry problems that had threatened the well-being of the industry for decades. There were reviewed the dissensions and the animosities that had plagued the history of the motion picture industry, and had retarded its progress.

It was pointed up that the motion picture theatre—the most popular institution in the community—after 50 years on the American scene was still the victim of widespread criticism, discriminatory taxation and legislation, and arbitrary regulation that were paradoxical to its proven record of public service, and sharply inconsistent with the treatment accorded the instruments of other media in the same general field, i.e. the newspaper, magazine, radio, television, etc.

A plan was evolved to pool the strength of the two organizations to work for the industry's good. A resolution was unanimously passed by the directors approving the merger of the two organizations under the name, "Theatre Owners of America," this resolution to be approved by the memberships of both organizations at a joint convention.

In Washington on Sept. 19, the joint convention was held with A. Julian Brylawski as chairman. Two keynote addresses were given by S. H. Fabian,

president of ATA, and Fred Wehrenberg, president of MPTOA. Herman M. Levy, general counsel of MPTOA, presented the proposed constitution embodying the basic principles of the amalgamated organization.

The convention voted unanimously the merger of the two organizations, and the adoption of the name, Theatre Owners of America.

Ted R. Gamble, was elected president of the new Association. He was succeeded by Arthur H. Lockwood in 1950. Mitchell Wolfson became president in 1951, and Alfred Starr was elected to that office in 1952.

Gael Sullivan became executive director of TOA in 1948, and served until 1952, when he resigned at the Washington convention of September, 1953. Since that time his duties have been carried on by Howard L. Bryant, administrative director, and Dick Pitts, director of public relations, under the guidance of Herman M. Levy, general counsel.

Today the Theatre Owners of America consists of 28 regional associations, representing all sections of the United States, including Alaska—or approximately 10,000 theatres. And from most reports, it seems certain that a majority of those 10,000 theatres will be represented at the coming Convention and Trade Show in Chicago.

The average TOA member is acutely aware of the need for keeping abreast of current developments. He is also conscious of the value of meeting in convention so that mutual problems may be discussed, and possible solutions offered.

The early sell-out of Trade Show booths guarantees every theatre operator an opportunity to see and examine almost every conceivable type of equipment necessary for the presentation of all of the new sound and projection techniques, as well as the other areas of the theatre.

This and That Around the Trade

Edward Lachman, president of Loraine Carbons, Inc., Boonton, N. J., has been taking an extended trip through the country. Visiting exhibitors and dealers along the route, Lachman has been exchanging views and experiences concerning the use of his new Super-Charged Orlux carbons, developed for use in connection with 3-D and wide-screen presentations . . .

. . . The Raytone Screen Company, Brooklyn, N. Y., recently shipped what is said to be one of the largest screens ever made, to the Gaumont Palace, Paris, France. The all-purpose screen measured 44 by 73 feet, and weighed 1400 pounds. Since it was necessary to ship the mammoth screen in a 45 foot long case, no truck could be found to haul it down to the piers, and two trucks had to be hitched together to do the hauling job . . .

. . . Dr. W. W. Wetzel of the Minnesota Mining and Manufacturing Company of St. Paul, Minn., was recently selected by the Board of Governors of the Society of Motion Picture and Television Engineers as the winner of the 1953 Samuel L. Warner Memorial Award of the Society. Dr. Wetzel was named for the honor in recognition of his contributions to the development of magnetic tapes and films for sound recording. The Samuel L. Warner Memorial Award is presented annually as a memorial to the late Mr. Warner, who with his brothers, pioneered in the field of talking pictures a generation ago . . .

. . . Julius Silverman was recently appointed plant manager for Radiant Manufacturing Corporation's new branch on Chicago's near South Side. He will be in charge of the manufacture of theatre screens. Before coming to Radiant he was business manager for a Chicago welfare agency. Silverman has also worked for Bell & Howell . . .

. . . Seven reports by Eastman Kodak Company scientists were presented at the 74th semi-annual convention of the Society of Motion Picture and Television Engineers, which was held in New York City on Oct. 5-9 . . .

. . . The distribution of 20,000 free pamphlets designed to help exhibitors showing 3-D films was started recently by the Pola-Lite Company, manufacturers of all-plastic, 3-D viewers, Al O'Keefe, vice-president in charge of distribution announced. The pamphlet, entitled "Helpful Hints on How to Improve Your Projection of 3-D Pictures," is being sent to all exhibitors now showing stereoscopic films, as well as to other theatremen across the country who may be contemplating showing 3-D features.

. . . The National Safety Council recently published its 1953-54 edition of the National Directory of Safety Films. The directory provides a comprehensive listing of 963 motion pictures for use in training personnel in occupational accident prevention.



White's Drive-In, Nashville, North Carolina, recently equipped itself for the showing of 3-D films. A 40 by 30 foot canvas was used to cover the old screen. The canvas was waterproofed and then stretched tight. Workmen then applied coats of silver paint to supply required metallic surface.

Ballantyne Proudly Presents

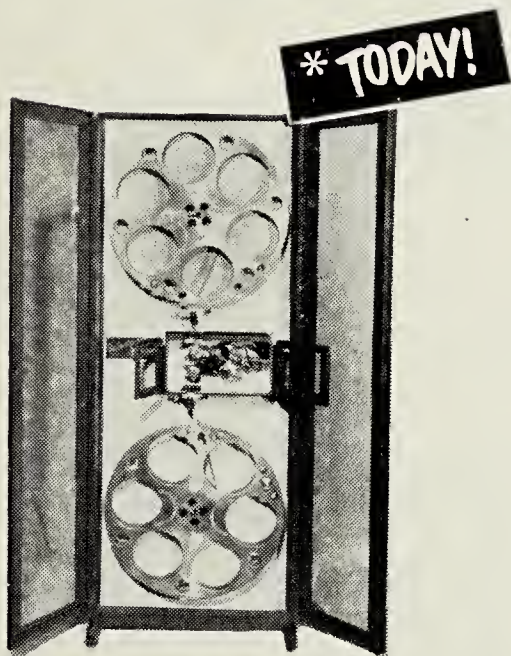


the Soundhead with a **Future!**

THE ONLY MAGNETIC REPRODUCER THAT WILL NOT BECOME OBSOLETE

Just as the all-system package is suitable for all reasonable methods of 3-D and wide screen, Ballantyne engineers have over come the problem of the changing nature of stereophonic sound reproduction. The new "4-Runner" operates in a console as a three-track magnetic reproducer. It will button on above the projector for four-track magnetic sound for Cinemascope and Warnerscope productions. And in the future, it will . . . Button below the projector for the four or even five track sound of the future.

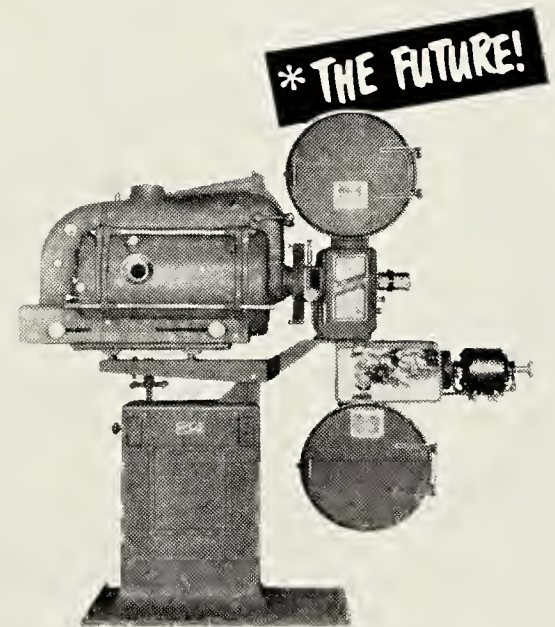
Obviously the difference in cost between the convertible "4-Runner" and any other system is several thousand dollars. The "4-Runner" is designed not only for use with Ballantyne equipment but is easily adaptable for use with any standard make projector.



The "4-Runner" soundhead mounts in this simple console rack for three-track magnetic sound. All precision, standard parts make repairs and operation easy.



For 4-Track Cinemascope or Warner scope sound the 4-Runner buttons on top of the projector. Adapter brackets make it possible for use with any standard projector. It takes just minutes to change.



When four-track magnetic sound of the future returns to the normal soundhead position, you'll be ready with the "4-Runner," designed NOW to convert with a minimum of cost in the future.

Meet Us at the TESMA Convention
 November 1 to November 5, Conrad Hilton Hotel
 Chicago, Illinois Booths 54 and 55

**THE
 BALLANTYNE
 COMPANY**

1712 Jackson Street
 Omaha 2, Nebraska U.S.A.



Seen at the Second Annual Canadian Regional Popcorn Conference in Toronto are, left to right, Tom Pogue, Essex Hybrid Seed Company, Essex, Ont.; Sydney Spiegel, Super Puff't Popcorn Company, Toronto, chairman; J. J. Fitzgibbons, Jr., Theatre Confections Limited, co-chairman; Bert Wilkes, York Confections Limited, Toronto; Andrew G. Rouse, Theatre Confections Limited, and T. J. Sullivan, National Association of Popcorn Manufacturers.



Also attending the meeting of Canadian popcorn industryites, some of them conference speakers, are, left to right seated, Charles Cornell, secretary, Packaging Association of Canada; Pogue; James F. Hook, service director, Lever Brothers Limited; Wilkes and Spiegel, and left to right standing, A. Rodier, Montreal; J. Bookbinder, Super Puff't Popcorn Company, Toronto; Sullivan and W. Emerson, Pepsi-Cola Company of Canada, Toronto.

Canada Holds A Successful Popcorn Session

Syd Spiegel and J. J. Fitzgibbons, Jr., lead a meeting in Toronto which not only discusses growing but also the best methods whereby sales may be increased.

EVERY PHASE of the popcorn industry north of the border came up for discussion at the interesting and informative Second Annual Canadian Regional Popcorn Conference at the King Edward Hotel, Toronto, led by Syd Spiegel, "Super-Puff't" Popcorn Limited, chairman, and J. J. Fitzgibbons, Jr., Theatre Confections Limited, co-chairman.

Tom Pogue, Essex Hybrid Seed Company, discussed the Canadian popcorn crop, and dwelt on the problems confronting the Canadian popcorn processor in convincing Canadian farmers to grow popcorn. He suggested personal contact between the two groups as the best method to convince the farmers to increase acreage.

He also outlined the situation from the farmer's point of view, and explained the limited growing period, temperature, and soil fertility as problems with which the

farmer must cope. Pogue concluded that if given a chance, the Canadian producer can produce good popcorn, but he said it would not be cheaper than American corn in the near future.

JAMES F. HOOK, sales director, Lever Brothers, Limited, gave an interesting talk on the processing and refining of coconut oil, and illustrated the discussion with a Delineascope, showing the various stages of the refining, deodorizing, and bleaching processes. Hook called attention to the features that make coconut oil the best known popcorn seasoning and popping agent—low viscosity, stability, and price.

BARRY ALLEN, Premier Operating Company, outlined sales promotion methods. In one campaign, he said, wallet size photographs of film stars were given with

each popcorn package, and the stunt resulted in sales increases of between 40 and 60 per cent in each theatre.

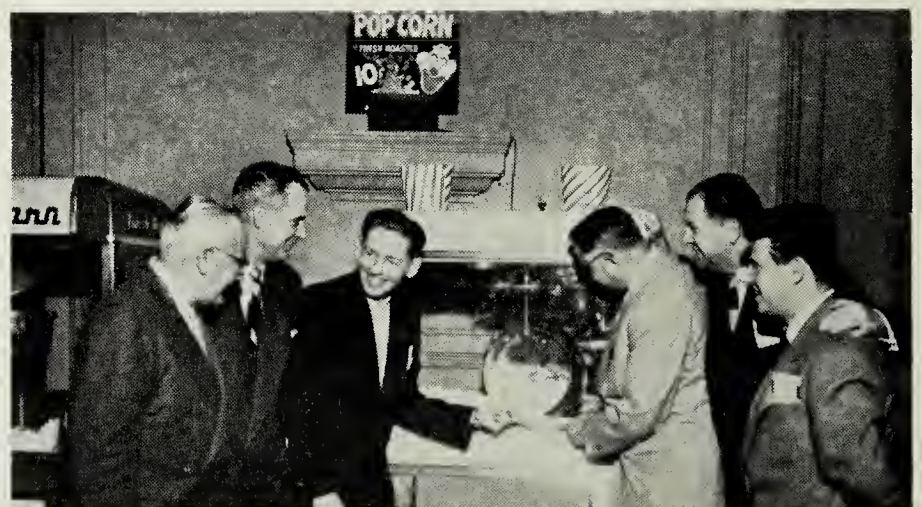
In this promotion, the increase in popcorn sales represented the total increase in the confection business, but it is likely that the sale of other items would be increased also as the patron's sales resistance is overcome by improved displays and point of sale merchandising.

FLOYD BENNETT, Central Popcorn Company, Schaller, Ia., then discussed the popcorn situation in the United States, where the product is favorably grown in approximately 18 states. He mentioned that he could see no reason why popcorn couldn't become a more important crop to the southern Ontario farmer, and recommended greater efforts to increase the Canadian crop.

(Continued on page PT-EP-38)



Present at a luncheon for conference delegates given by Pepsi-Cola are, left to right seated, R. H. Ross, Biltmore Theatres, Limited, Toronto; B. M. Okun, Biltmore Theatres, Limited; H. H. Heller, Canadian Automatic Confections, Toronto, and Floyd Bennett, Schaller, Ia., and standing, C. Bergman, Biltmore Theatres, Limited, and J. M. White, Kansas City. These men represented just a few of the companies that participated in this meeting.



Seen during the conference, which was considered highly successful and informative by all who attended, are, left to right, White, Pogue, Spiegel, Bennett, Sullivan, and Wilkes. Problems peculiar to popcorn growers, manufacturers, and retailers in Canada were discussed in great detail, and Bennett reported on the growth and present operation of the industry in the United States. Sullivan discussed plans for a new industry organization.

Da-Lite...

pioneer producer of fine projection screens

proudly presents



the NEW DA-LITE[®] WONDER-LITE*

PROFESSIONAL SILVER SCREEN

for best projection of THREE DIMENSION,
CINEMASCOPE AND PANORAMIC TYPE
FILMS . . . IDEAL ALSO FOR COLOR,
BLACK AND WHITE PROJECTION

*check these
features*

- Designed to utilize the maximum light reaching the screen from the projector (this surpasses the standards already established by The Motion Picture Research Council).
- Soft light . . . eliminates eye-strain.
- Holds 98 to 99% polarization for 3D pictures.
- Authentic color reproduction for both 2D and 3D pictures.
- Full sound range fidelity.
- Flame and mildew resistant.
- Seamless appearance.
- The easiest screen on the market to install and maintain.

*trade mark



FIRST IN
PROJECTION SCREENS

GOOD DELIVERY! Sample and prices on request.

DA-LITE SCREEN CO., INC.

2711-23 N. Pulaski Road, Chicago 39, Illinois

TEDA

(Continued from page PT-EP-18)

his customers know what equipment is available, its merits, and how it applies to individual needs, and individual budgets.

At the coming convention of TOA, TESMA, and TEDA, which is set for Nov. 1 through Nov. 5 at the Conrad Hilton Hotel, Chicago, the equipment dealer will be able to perform invaluable services. The trade show, which is the one show where all types of equipment used in the presentation of all the new processes are to be seen, is in itself a practical bureau of information. And although there is much to be gained just by viewing the exhibits, it can mean much more when accompanied by your dealer, who is ready and able to explain the fine points of the equipment on display.

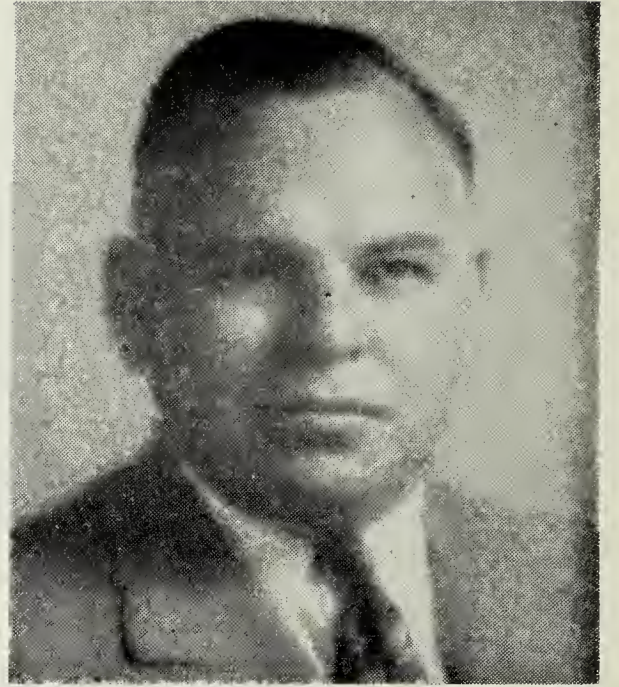
Round Table

The round table discussion to be held on Nov. 4, at which time a panel of experts on every phase of theatre exhibition will be present, promises to be one of the highlights of the joint meetings.

Great emphasis will be put on the new processes and dimensions, describing how the various types of equipment are manufactured, installed and serviced; and the committee promises that all exhibitors will be allowed to ask questions and get authoritative answers as to how to fit these new processes into your theatre.

A visit to this forum will also cause you to see why I say that today your theatre equipment dealer is a well informed man.

It will show you what has caused the dealer to throw all the gimmicks out the window, and offer to you equipment that



Chairman of the TEDA board of directors is Tom Shearer, president, B. F. Shearer Co., Seattle.

will stand every test and give your customers the very best in picture and sound presentation.

Place your trust in your favorite theatre equipment dealer. He has always trusted you.

Ezell Has "Revolutionary" Screen For Drive-Ins

DALLAS—Claude Ezell, Presidential Director, announced that the International Drive-In Theatre Owners Association has arranged for the exclusive distribution of a revolutionary all-purpose screen, designed exclusively for drive-in theatres, which is said to be impervious to weather, strong as steel, and seamless.

This screen, made of spun glass, has undergone rigorous tests of all kinds for the past six months, and Ezell stated that he had ordered this screen for his 22 drive-in theatres and is standardizing on a 40 by 80 foot screen in spun glass for all the drive-ins in his circuit. The Buckner Boulevard Drive-In Theatre, Dallas, is being equipped with this new revolutionary all-purpose screen immediately for demonstration purposes.

Ezell revealed that the members of the International Drive-In Theatre Owners Association will receive order priority for this new screen.

This screen comes in sheets eight by 10 feet and is welded in such a way that it becomes seamless. In other words, the sheets are fused together in the erecting. It is light in weight, easily constructed and has the tensile strength of steel. It will be available to exhibitors at a price of \$1.25 per square foot, f.o.b. shipping point. It can be made in any contour at no extra cost, it is said.

DuPont Promotes Three

WILMINGTON, DEL.—Three members of the sales and production divisions of the Du Pont Company's Photo Products Department have been given new assignments, the company announced recently.

William W. Springer, Jr., X-Ray sales supervisor in the New York district office, was appointed manager of the Atlanta, Georgia, sales district, succeeding Fenner G. Headley, who was transferred to the Production division at the Parlin, New Jersey, plant. Named to succeed Springer as X-Ray sales supervisor in the New York office was Lloyd E. Barron.



Your patrons will notice the difference! Super Snaplites give you Sharper Pictures, More Illumination, Greater Contrast and Definition.

For the Best in Projection use Super Snaplites . . . the only Projection Lenses to give you a true speed of f/1.9 in every focal length up to 7 inches.

Ask for Bulletin 212

TESMA SHOW
Booth 95
Chicago—Oct. 31st to Nov. 5th



Clear Crisp Pictures with SUPER SNAPLITE PROJECTION LENSES

KOLLMORGEN

Plant
Northampton, Massachusetts

Optical CORPORATION
New York Office: 30 Church Street
New York 7, N. Y.



"YOU GET MORE LIGHT WITH SUPER SNAPLITE"

Trade Show

(Continued from page PT-EP-11)

ager; A. C. Muscheid, division manager; E. N. Des Jardins, district manager, and W. E. Swanson, representative. (S) (L)

HEYWOOD-WAKEFIELD COMPANY—Will occupy booths 24 and 25. Included among the equipment to be shown will be new theatre chair fabrics, as well as its full line of theatre chairs.

Attending the booths and available for interview and consultation will be E. J. Perry, sales manager; A. A. Simms, eastern manager Public Seating division; C. H. Rukas, manager Central PSD; and Oris Barofsky, development manager, PSD. (L)

HEWITT-ROBINS, INC. (RESTFOAM DIVISION)—Will occupy booth 16. Included among the equipment to be shown will be three upholstered theatre chairs with various applications of foam rubber. Restfoam rubber cushions.

Attending the booth and available for interview and consultation will be Howard Herbert (20), manager of sales; Pitt Harris (7), assistant to manager of sales; John Martin (2), field engineer; and A. Lumsden (2), field engineer. (S) (L)

CHARLES E. HIRES COMPANY—Will occupy booth 7. Included among the equipment to be shown will be a high capacity cold drink dispenser which was designed especially for indoor and outdoor theatres. As usual Hires Root Beer will be served.

Attending the booth and available for interview and consultation will be C. D. Clarke (15), general sales manager Fountain division; D. B. Logan (10), Fountain division sales manager; J. F. Gorski, Jr. (15), vice-president, sales; P. W. Hires (10), general merchandising manager; and A. L. Klien (15), Mid-Western division manager. (S) (L)

HOLLYWOOD BRANDS, INC.—Will occupy booth 114. Included among the products to be shown will be five and ten cent candy bars.

Attending the booth and available for interview and consultation will be William Carlton, Sr., general sales manager; George Waddell, metropolitan Chicago representative; and John Wallon, field supervisor. (S) (L)

HUBERT MITCHELL INDUSTRIES, INC.—Will occupy booth 142. Included among the equipment to be shown will be the new Bowline screen frame, and stage draperies.

Attending the booth and available for interview and consultation will be H. R. Mitchell (26), president; J. L. Hicks (10), vice-president; and H. B. Sherrill (3), sales engineer. (L)

IDEAL SEATING COMPANY—Will occupy booth 100. Included among the equipment to be shown will be the standard line of Ideal chairs, plus the introduction of a completely new line of chairs.

Attending the booths and available for interview and consultation will be William Gedris, president; Lucille Gedris, secretary; and Edward Blanchard, sales manager. (L)

(Continued on page PT-EP-29)



Exciting new projection techniques . . . better-than-ever products . . . thrilling new sound effects . . . all point ahead to better-than-ever boxoffice.

Every day, more and more people are turning to motion pictures for fine entertainment.

Now, with the equipment picture taking a positive upward turn—why not look ahead with National. National Theatre Supply has been caring for the needs of exhibitors for over 27 years . . . and whatever your need, when it's available, **National will have it!**

We may not have all the answers—but there's one thing we do know and that is theatre needs. So—for real service, for the finest for your every equipment and supply need, place your faith in National—and face the future with confidence!

See You At The TOA-TEMA SHOW

Booths 2-3-4 and 17-18-19



TOA To Show Training Films At Convention

NEW YORK—The Theatre Owners of America's first training film for theatre employes will be previewed for the nation's theatre operators at the annual TOA Convention and Trade Show, Conrad Hilton Hotel, Chicago, Nov. 1-5, it was announced recently by TOA President Alfred Starr.

Production of the first of what will be a series of training films on the various aspects of theatre operation is already underway. The first film will be entitled "Courtesy Is Contagious." It will cover the importance and necessity of courtesy to patrons by cashiers, doormen, ushers, candy stand attendants, porters, and matrons.

The film will mark the first time that theatre owners will use their own screens for the training of their own staffs, utilizing a film made specifically for that purpose.

Filmack Trailer Company of Chicago, through its president, Irving Mack, has underwritten the production of this first film as an industry service, and will distribute both 35mm and 16mm prints to theatres. Details of the distribution will

be announced at the convention.

The "Courtesy" film is being produced by Video Pictures, Inc. Martin Henry, vice-president in charge of production for Video, an experienced producer of military and industrial educational and instruction films, is producing and directing it. The film will run approximately 12 minutes.

This project was broached at the last TOA convention by Walter Reade, Jr., president of Walter Reade Theatres, Inc., and executive vice-president of TOA, who was then designated by President Starr to develop the program. The script was prepared by H. A. Woodmansee of Video Productions under Reade's supervision.

The film is being made at Video Pictures studios. Theatre managers from small and large theatres have been called in to act as "technical advisors" during its production.

Several equipment firms are lending theatre equipment supplies without charge for the shooting, including ticket registers and stub boxes from the General Register Company, Inc.; theatre seats from Century Seating Company, Inc. and

uniforms from Brooks Uniform Company, Inc.

This is not the case, Du Pont says, where "Freon" fluorinated hydrocarbon odorless, nonexplosive, nonflammable, and is used as the refrigerant. "Freon" is of such low toxicity that it is classified by the National Board of Fire Underwriters as one of the safest refrigerants available. Many city codes permit use of only fluorinated hydrocarbon refrigerants in systems for cooling areas where crowds gather. Of course, some refrigeration systems still use other refrigerants which, in the case of breakdown, might give rise to objectionable odors.

Smoke or other odors sometimes attributed to the refrigerants in cases of mechanical breakdown, Du Pont says, actually are due to overloaded compressors or motors in the refrigeration machine. The ventilating system used in connection with an air-conditioning installation can carry such odors to cooled areas.

60 RKO Houses To Get RCA Stereo. Sound Systems

CAMDEN, N. J.—RKO Theatres Corporation will install RCA stereophonic sound systems in 60 of the circuit's theatres, it was disclosed by J. F. O'Brien, theatre equipment manager of the RCA Victor division, Radio Corporation of America.

The order, for the newly-developed equipment was placed by Sol Schwartz, president of RKO Theatres, and calls for installation in the 60 houses before the end of the year, O'Brien said.

DuPont's Freon Refrigerant Safe For Use In Theatres

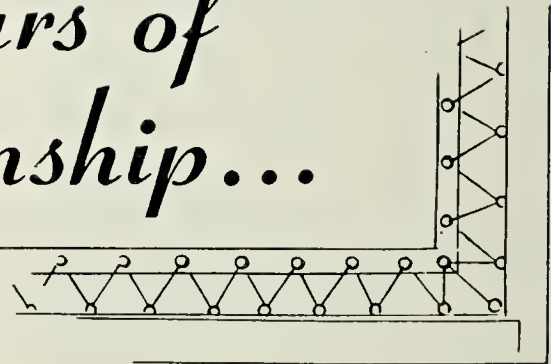
WILMINGTON, DEL.—With high summer heat and humidity forcing air-conditioning machinery in theatres and other public

places to work overtime, mechanical breakdowns sometimes occur, the Du Pont Company pointed out recently. When such failures result in a leak, it is said sometimes that the refrigerant produces odors either objectionable or harmful.

THE NEW RAYTONE SCREEN

will change your
mind about
the screen
you're going
to buy!

30 years of
Screenmanship...



RAYTONE SCREENS have been successfully designed for every type of projection since the "Silent Days" of 1923.

Our own scientific tests as well as those of reliable independent laboratories confirm a 3.5 to 1 brightness gain for our new screen when compared to a flat white screen. This we consider a minimum requirement for really good wide-screen performance.

The NEW RAYTONE All-Purpose Stereo Screen was developed for every wide-screen system available today—Anamorphic, 3-D standard 2-D or plain wide-angle projection systems.

New type invisible seams and a practically tear-proof surface make it the RIGHT screen for the careful buyer.

RAYTONE SCREEN CORP. 165 CLERMONT AVE.
BROOKLYN 5, N. Y.

Trade Show

(Continued from page PT-EP-27)

IRWIN SEATING COMPANY—Will occupy booth 73. Included among the equipment to be shown will be theatre seating including the Comet Chair.

Attending the booth and available for interview and consultation will be R. F. Winegar (40), sales manager; and Earl J. Purvis (16), sales promotion. (L)

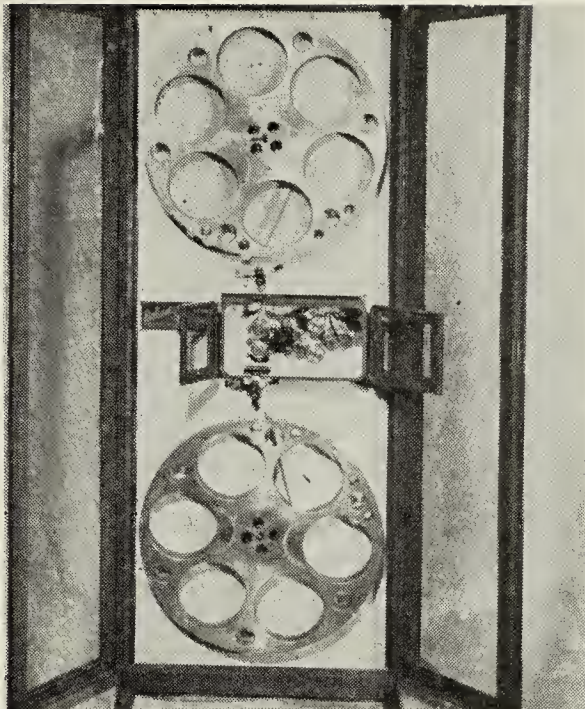
A&M KARAGHEUSIAN, INC.—Will occupy booth 26. Included among the equipment to be shown will be Gulistan theatre carpets.

Attending the booth and available for interview and consultation will be Walter Bruning, contract sales manager; Ray Dunn, Chicago branch office manager; Robert Palm, salesman; C. B. Konselman, advertising manager; John Manfrin, salesman; Paul Crommelin, salesman; and C. E. Smith, assistant advertising manager.

KNOXVILLE SCENIC STUDIOS, INC.—Will occupy booth 8. Included among the equipment to be shown will be 3-D wide-curved screen frames, adjustable masking by remote control from booth, and equipment for showing all the aspect ratios.

Attending the booth and available for interview and consultation will be S. L. Mitchell (24), president; Jim Squires (15), sales manager; and Conrad Loy (3), plant superintendent.

KOLLMORGEN OPTICAL CORPORATION—Will occupy booth 95. Included



The new Ballantyne 4-runner soundhead will be a featured item at the company's exhibition.

among the equipment to be shown will be Snaplite projection lenses.

Attending the booth and available for interview and consultation will be J. A. Fetherston. (L)

KRAZY HOUSE POPKORN AND KRISPY KIST KORN—Will occupy booths 131 and 132. Included among the products to be shown will be indoor and outdoor theatre popcorn machines, special warmer, replacement popper units, caramelcorn equipment and Krazy House Popcorn Bungalow.

Attending the booths and available for interview and consultation will be Robert Mann, Leo Ferdinand, Neil Whitesides, and S. T. Jacobson. (S) (L)

LAVEZZI MACHINE WORKS—Will occupy booth 78. Included among the equipment to be shown will be replacement parts for motion picture projectors and sound units, and new aperture plates for wide-screen projection, and conversion parts for CinemaScope.

Attending the booth and available for interview and consultation will be Thomas LaVeZZi, Robert LaVeZZi, Jerome Kremer, and Worth Baird. (L)

LORRAINE CARBONS—Will occupy booth 20. Included among the equipment to be shown will be super-charged OrLux Carbons.

Attending the booth and available for interview and consultation will be Edward Lachman (25), president; and George Walter (26), field engineer. (S) (L)

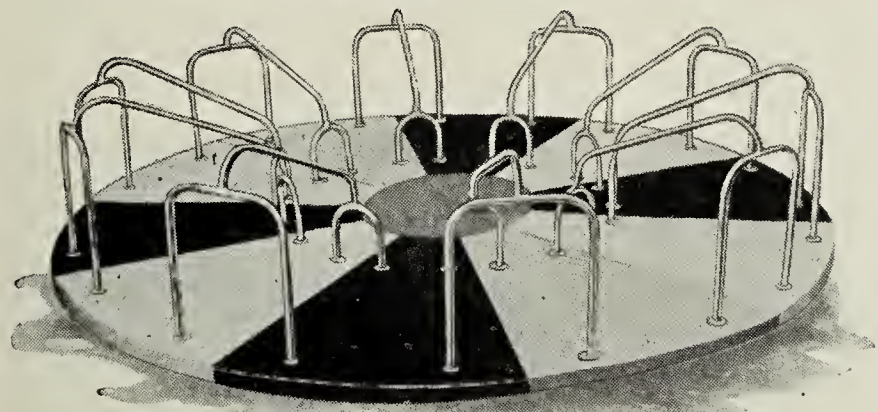
MAJESTIC ENTERPRISES LTD.—Will occupy booth 102. Included among the equipment to be shown will be Majestic juice dispensers.

Attending the booth and available for interview and consultation will be Arsene Perneti, general manager; and Carl Conkle, general manager. (L)

MASON, AU & MAGENHEIMER—Will occupy booth 103. Included among the products to be shown will be Mason Peaks, Almond Coconut, Mints, Black Crows and Dots.

All The Ponies Are
"SURE BETS"
on the
Miracle PONY RIDE

Lifetime MIRACLE WHIRL



Lifetime MIRACLE WHIRL, Model 302 (10')

● Now, youngsters of all ages can amuse themselves by the hour without supervision on the Lifetime MIRACLE WHIRL! One to forty can play—everyone has just as much fun! Operates by simple body-shifting motion. No exposed mechanism; round, smooth edges. Over 4,000 in use. Nationally endorsed. Also 6' size for 12 youngsters or less.



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MIRACLE WHIRL SALES CO.
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Attending the booth and available for interview and consultation will be B. A. Fowler (15), Western sales manager; T. E. Magenheimer (10), vice-president and director of sales and advertising; and J. Kenworth (45), sales representative. (S)

MIRACLE WHIRL SALES COMPANY—Will occupy booths 112, 113, 143, and 144. Included among the equipment to be shown will be playground equipment, Miracle pony ride, and merry chair ride.

Attending the booths and available for interview and consultation will be Claude Aherns (12), president; L. V. Phelps (5), manager; and Charles Decker (2), sales manager. (S) (L)

MISSION DRY CORPORATION—Will occupy booths 79 and 80. Included among the equipment to be shown will be the Mission Majestic soft drink dispenser, and junior dispensers for candy counters.

Attending the booths and available for interview and consultation will be Lee Mitchell (14), Eastern division general sales manager; Paul Sportell (9), New York and New Jersey district sales manager; Ed Kearns (6), Chicago representative; and Frank Dake (15), Illinois district sales manager. (S) (L)

MOTIOGRAPH, INC.—Will occupy booths 60, 61 and 62. Included among the equipment to be shown will be Motiograph stereophonic sound equipment, standard sound equipment, in-car speakers, high intensity arc lamps, generators, and 3-D equipment.

Attending the booths and available for interview and consultation will be F. Matthews, president; W. Matthews, treasurer; C. Moore, engineering department; and F. Riffle, chief sound engineer. (L)

NATIONAL THEATRE SUPPLY—Will

occupy booths 2, 3, 4, 17, 18, and 19. Included among the equipment to be shown will be the latest in projectors and sound equipment such as stereophonic sound, curved screens, anamorphic lenses, 3-D equipment, concession items, etc.

Attending the booths and available for interview and consultation will be W. E. Green (44), president; A. F. Baldwin (20), vice-president; R. Bostick (21), vice-president; J. E. Currie (17), vice-president; L. C. Owenby (23), vice-president; J. W. Servies (25), vice-president; W. J. Turnbull (20), vice-president; and 27 regional managers. (S) (L)

THE NESTLE COMPANY, INC.—Will occupy booth 138. Included among the products to be shown will be Nestle's milk bar, coconut bar, crunch bar, and almond bar.

Attending the booth and available for interview and consultation will be John Fairgrieve, sales manager; and T. A. Fowler, bar goods sales manager. (S) (L)

NEUMADE PRODUCTS CORPORATION—Will occupy booth 1. Included among the equipment to be shown will be equipment for the projection booth, film exchange, cutting room and television.

Attending the booth and available for interview and consultation will be Oscar F. Neu (37), president; Lee Jones (16), sales manager; and salesmen Robert Hemper and Lew Grofsik. (S) (L)

NORPAT SALES, INC.—Will occupy booth 123. Included among the equipment to be shown will be the Hanover continuous carbon burner, M. P. Jr. Coin Changer, American Selenium rectifier, and VisiMag.

Attending the booths and available for interview and consultation will be M. D. Faige (25), president; J. Tietjen (4), secretary; I. Meinhardy (10), and R. J. Lang (1). (S) (L)

PEPSI-COLA COMPANY—Will occupy booths 42 and 43. Included among the equipment to be shown will be the Selmix three draft arm unit, and a Pepsi-Cola concession unit.

Attending the booths and available for interview and consultation will be Norman Wagner, National sales representative; Arthur Foster, sales promotion manager; Peter Warren, National accounts manager; and Alan Finley, Theatres sales manager. (S) (L)

POBLOCKI & SONS COMPANY—Will occupy booth 106. Included among the equipment to be shown will be the Permalum drive-in screen, handy andy cart; traffic control signs, and poster cases.



The Miracle Whirl Sales Company will present a full line of playground equipment for D-I's.

Nestlé's— WINNING MORE FANS DAY AFTER DAY!

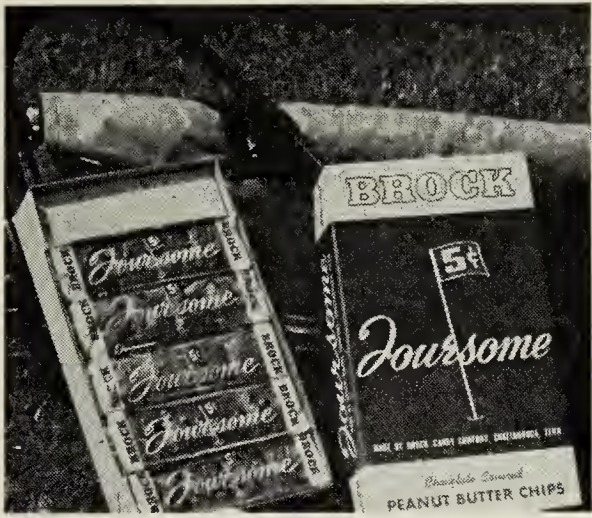


Famous Nestlé's Crunch, Milk and Almond Bars. Every one a big favorite—Every one with a big following!

Available in both 5¢ and 10¢ sizes, packed 100 bars per case.

See your Nestlé representative or write for more details

THE NESTLÉ COMPANY, INC., 2 WILLIAM STREET, WHITE PLAINS, N. Y.



A new item from Brock Candy Company will be these chocolate covered peanut butter chips.

Attending the booth and available for interview will be Ben Poblocki (35), president; and Barney Poblocki (15), salesman. (L)

POLA-LITE COMPANY—Will occupy booth 97. Included among the equipment to be shown will be hi-lite 3-D glasses for adults, juvenile model for children, and clip-on model for persons wearing spectacles.

Attending the booth and available for interview and consultation will be Al O'Keefe (35), vice-president in charge of distribution; and Herb Berg (25), director of advertising and publicity. (S) (L)

POLAROID CORPORATION—Will occupy booths 11, 12, 13, 14, and 15. Included among the equipment to be shown will be Polaroid 3-D glasses, and 3-D lobby displays.

Attending the booths and available for interview and consultation will be Jackson Turner, sales manager; Peter Klausen, technical representative; Stanley Cohen, assistant technical representative; and Jane Bates, sales promotions representative. (S) (L)

PULLMAN VACUUM CLEANER CORPORATION—Will occupy booth 74. Included among the equipment to be shown will be commercial vacuum cleaners, and accordion hoses for cleaners.

Attending the booth and available for interview and consultation will be Robert Berns (4), vice-president; Jack Welker (20), sales manager; and Norman Ruby (15), midwest sales manager. (S) (L)

QUAKER CITY CHOCOLATE & CONFECTION COMPANY—Will occupy booth 110. Included among the equipment to be shown will be "Good and Plenty" candy, spice drops, spearmint leaves, and orange slices.

Attending the booth and available for interview and consultation will be L. Roskam, president; L. Roskam, Jr., vice-president; George Gronberg, salesman; and Charles Schwiek, salesman. (S)

RADIANT MANUFACTURING CORPORATION—Will occupy booths 32 and 33. Included among the equipment to be shown will be the Astrolite screen.

Attending the booths and available for interview and consultation will be Adolph Wertheimer (15), vice-president; Harry Eller (15), president; Seymour Jacob (5), assistant to president; and Herschel Y. Feldman (5), sales manager. (L)

RADIO CORPORATION OF AMERICA—Will occupy booths 126, 127, 128, 129, and 130. Included among the equipment

to be shown will be the latest in projection equipment, drive-in equipment and theatre chairs and carpets. Also new stage angle speakers, audio-sync amplifiers, magnetic stereoscope soundheads, and auditorium speakers.

Attending the booths and available for interview and consultation will be Barton Kreuzer, manager, Theatre and Industrial Marketing division; J. O'Brien, manager, theatre equipment section; A. J. Platt, theatre sales manager; and over 100 dealers and sales representatives. (L)

RAYTONE SCREEN CORPORATION—Will occupy booths 75 and 76. Included among the equipment to be shown will be the Raytone screen frame, all-purpose screen, projection lenses, and paint products.

Attending the booths and available for interview and consultation will be Leonard Satz (25), secretary-treasurer; and Sol

Shurpin (25), president. (S) (L)

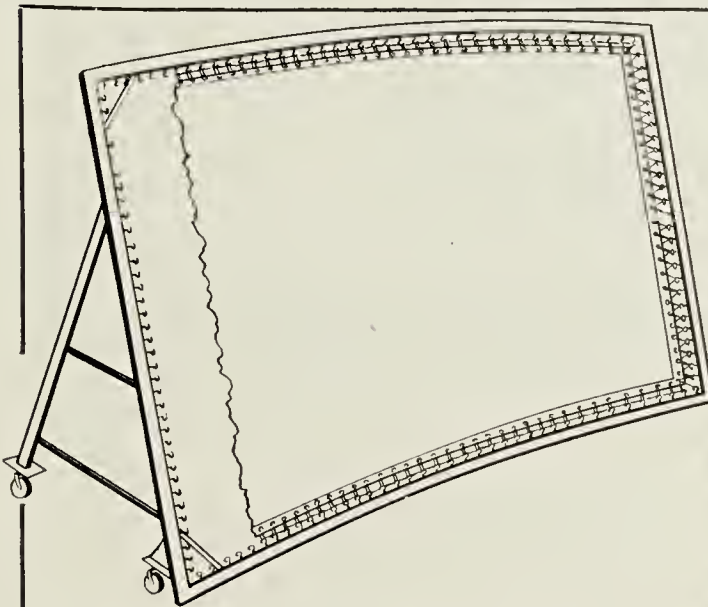
REX SPECIALTY BAG CORPORATION—Will occupy booth 94. Included among the products to be shown will be a complete line of concession bags for indoor and outdoor theaters.

Attending the booth and available for interview and consultation will be David Adlman, president; and Irving Singer, vice-president. (S) (L)

J. E. ROBIN, INC.—Will occupy booths 90 and 91. Included among the products to be shown will be rectifiers, motor generators, 3-D interlocks, and rheostats.

Attending the booths and available for interview and consultation will be Emil Kern, president; Bruno Kern, assistant treasurer; and Albert Kern, secretary.

ROWE MANUFACTURING COMPANY—Will occupy booth 52. Included among the equipment to be shown will be the



SEE DIT—MCO'S NEW WIDE SCREEN EQUIPMENT, TESMA BOOTH 86-87

THE ONLY CURVED METAL SCREEN FRAME THAT COMBINES ALL THESE FEATURES

- Available for any size stage.
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- Complete frame is painted flat black.
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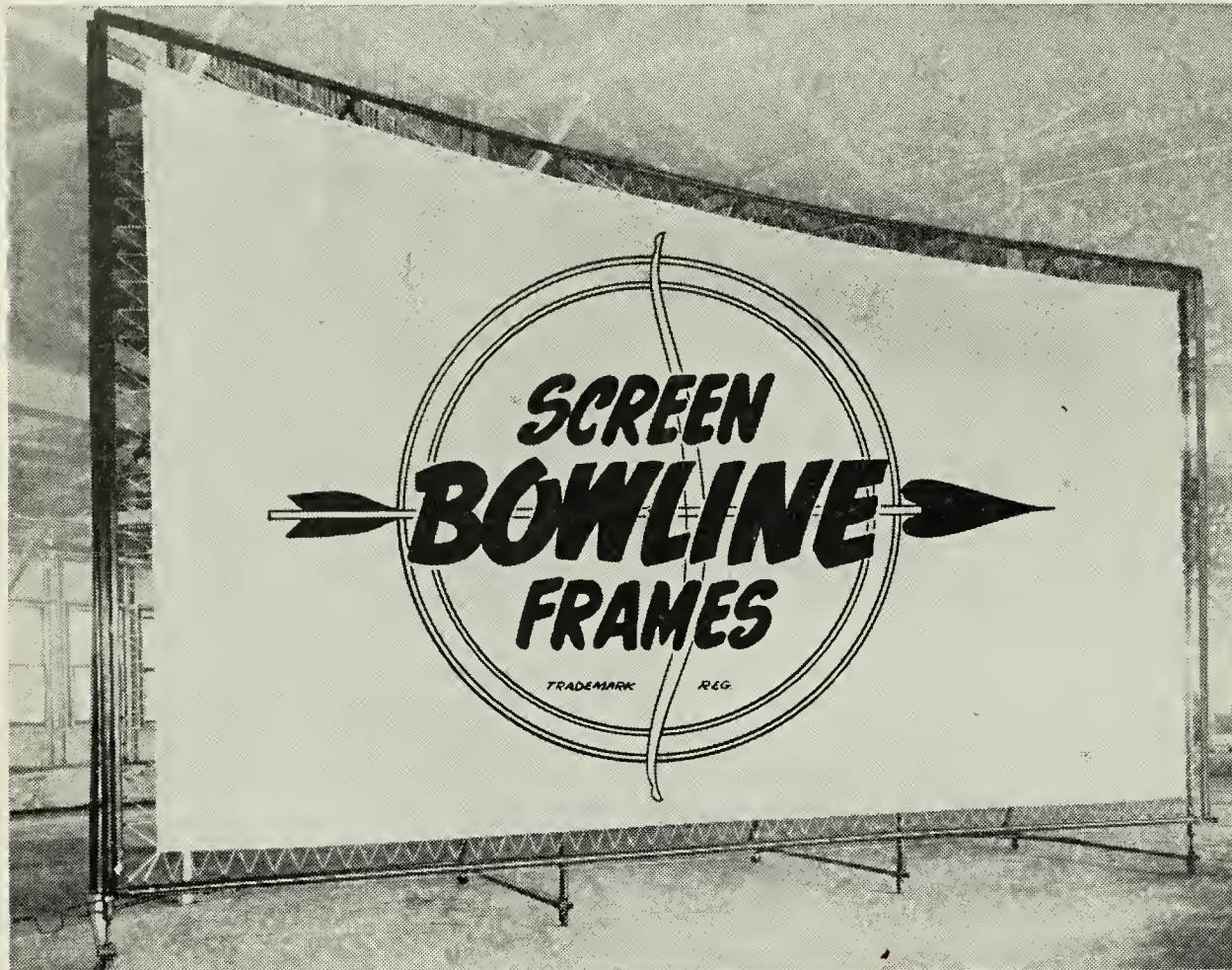
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This new screen frame is amazingly simple and can be easily installed by anyone in less than an hour, yet it is revolutionary in design whereby the curve can be quickly and precisely set to the proper radius after the BOWLINE SCREEN FRAME is assembled on the stage, making the screen optically perfect. The BOWLINE FRAME is also completely adjustable in height in order to obtain any aspect ratio, and any degree of tilt can be set instantly. The BOWLINE FRAME is all metal construction, precision engineered and built to last a life time.

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MANUFACTURERS OF PROJECTION RECTIFIERS

de luxe theatre model candy merchant, and refrigerated ice cream vendor.

Attending the booth and available for interview and consultation will be John Mill, vice-president in charge of sales; and Charles Brinkmann, vice-president. (L)

STAR MANUFACTURING COMPANY—Will occupy booth 46. Included among the equipment to be shown will be popcorn warmers, hot dog steamers, bun warmers, roll warmers, and food servers.

Attending the booth and available for interview and consultation will be William Moran (10), sales manager. (L)

STRONG ELECTRIC COMPANY—Will occupy booths 70 and 71. Included among the equipment to be shown will be the Super 135 lamp, spotlights, slide projectors, and rectifiers.

Attending the booths and available for interview and consultation will be Harold Brown, sales manager; and Arthur Hatch, chief engineer. (L)



Star Manufacturing Company will be showing its new popcorn and nut warmer at the Trade Show.

THE SUPERIOR ELECTRIC COMPANY—Will occupy booths 34, 35, and 36. Included among the equipment to be shown will be Powerstat light dimming equipment and Powerstat wallbox dimmers.

Attending the booths and available for interview and consultation will be J. Londen, sales manager; E. Williams, sales representative; R. Caccavelli, sales representative; and F. Molander, sales representative. (L)

SUPURDISPLAY, INC.—Will occupy booths 21 and 22. Included among the equipment to be shown will be butter dispensers for popcorn, and ice cream merchadiser, and a complete line of display and sales accessories.

Attending the booths and available for interview and consultation will be Gene Kilburg and Patricia Gardiner. (S) (L)

THE SWEETS COMPANY OF AMERICA, INC.—Will occupy booth 118. Included among the equipment to be shown will be Tootsie Rolls and other Tootsie candies.

Attending the booth and available for interview and consultation will be Sam Rich, vice-president; and William White, division sales manager. (S)

TELEPHONE ANSWERING & RECORDING CORPORATION—Will occupy booth 125. Included among the equipment

(Continued on page PT-EP-36)

Apco Introduces New Vend. Machines

CHICAGO—Apco, Inc., introduced four new cup vending machines at the recent NAMA convention, including the eight-drink, four-drink, and Junior Soda-Shoppes, as well as the SodaShoppe-Coffee Bar, a combined cold drink and hot coffee vendor.

Mel Rapp, Apco vice-president, called the eight-drink Automatic SodaShoppe a "true" eight-drink machine, serving five carbonated and three non-carbonated drinks, including cola, root beer, and the usual lineup of fruit flavors. It operates on five syrup tanks with 2500-drink capacity and 1200-drink syrup capacity.

The four-drink SodaShoppe serves three carbonated and one non-carbonated drink from only three syrup tanks. It has a 1200-cup capacity and 1900-drink syrup capacity.

The SodaShoppe Junior is a three-drink machine vending two carbonated and one non-carbonated drink, with a 1,000-cup and 1,000-drink syrup capacity. This is an exact replica of the standard three-drink SodaShoppe, despite the fact that it is housed in a smaller cabinet, and uses only two syrup tanks. The SodaShoppe Junior lists at \$967, the first time a three-drink machine is available for less than \$1,000.

Guinan Rejoins Bigelow As Contract Sales Manager

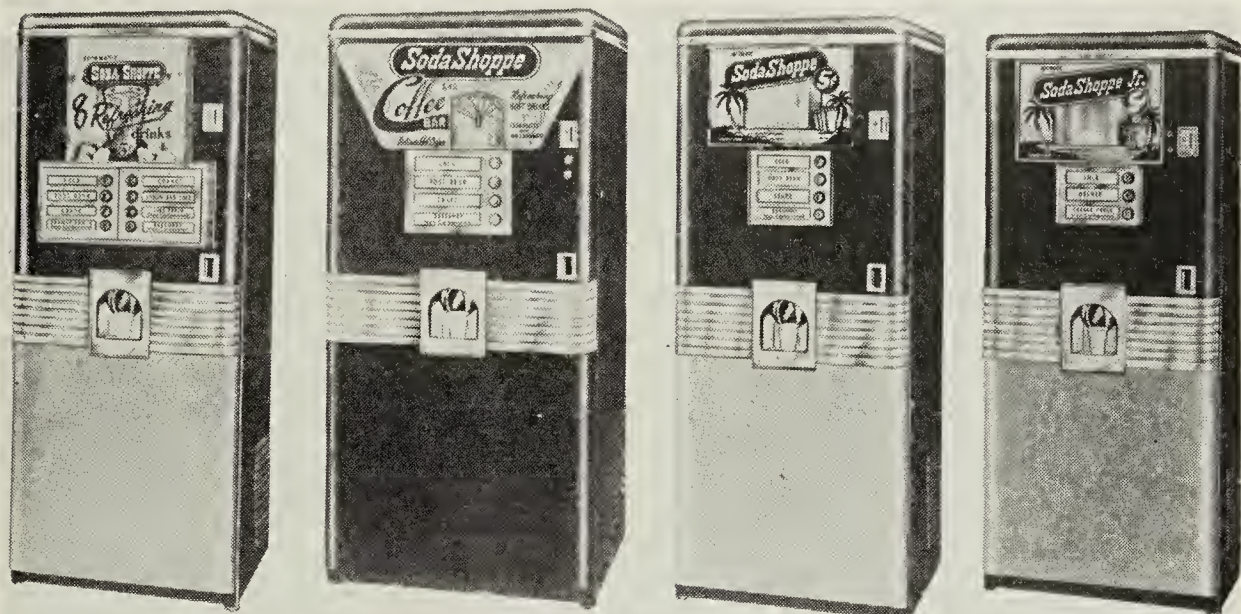
NEW YORK—Walter B. Guinan has rejoined Bigelow-Sanford Carpet Company as contract sales manager, Bigelow Rugs

and Carpets, Robert W. Howison, general sales manager announced recently. At the same time it was announced that Robert W. Neall who has been in charge of the company's contract sales since 1930 has been appointed director of Carpet Counsel, an advisory service for users of public space carpet.

Guinan started his career in Bigelow's sales division 26 years ago, seven years of which were spent with contract sales in the company's Chicago district office.

He resigned as style and design manager for the company in 1952 to become director of sales and merchandising for Karastan, the rug and carpet division of Fieldcrest Mills. In his new position with Bigelow, Guinan will head up an expanding company sales program for public space carpets, principally used in hotels, restaurants, clubs, offices, and other public buildings.

Neall has long been associated with the carpet industry.



Latest in Apco's SodaShoppe line feature, in left to right order are an eight-drink dispenser offering considerable selectivity by serving five carbonated and three non-carbonated drinks from five syrup tanks, with a 2500-drink syrup capacity and 1200-cup capacity; a coffee bar which offers a selectivity of three carbonated and one non-carbonated drinks from only three syrup tanks, plus hot coffee in any combination, with 1200-cup capacity and 1900-drink syrup capacity; the four-drink SodaShoppe which vends three carbonated and one non-carbonated drink from only three syrup tanks, with a 1200-cup capacity and a 1900-drink syrup capacity, and the SodaShoppe Junior, especially designed for smaller locations, which vends two carbonated and one non-carbonated drink from only two syrup tanks, with a 1000-cup capacity and a 1000-drink syrup capacity for best service.

Compliments of Hollywood,

MAKERS OF FINE CANDY BARS



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HONEY BEAR

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**IDEAL SEATING
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The Story Of Better Popcorn

By John C. Eldredge
Associate Professor of Farm
Crops

Department of Agronomy
College of Agriculture
Iowa State College, Ames, Ia.

FOR HUNDREDS of years, people have eaten popcorn. But that was not because it was good popcorn. It probably was used because most any popcorn was better than none at all. Even 20 years ago, the popcorn consumer had to put up with a distinctly inferior product, measured by modern standards. The popped kernel was coarse and lacking in flavor. It had a thick, rough hull which discouraged many people from eating it. It was indeed a decidedly different product from the modern tender, fluffy flakes which the theatre patron now munches while he enjoys a good movie.

PROBABLY few popcorn consumers realize how much patient, painstaking research has gone into the development of the hybrid popcorn of today. This program of popcorn improvement was begun at Iowa State College about 22 years ago.

THE essential steps used in this method of popcorn improvement are as follows: First, seed of the best available open-pollinated varieties was planted in the breeding nursery. At tasseling time, the ear shoots on the best plants were covered with small transparent bags to prevent their pollination by other plants in the field. When the silks emerged, and could be seen under the bag, pollen was collected from the tassel of the same plant, and carefully placed on the silks. These self-pollinated ears then have controlled parentage, the male and female both from the same plant. The next year, seed from these individual ears was planted, with each row from a single ear. The process of self pollination was repeated, always choosing the best plants in the best rows. Controlled pollination was continued for several years, usually five or six, until "pure lines" of corn were developed. Lines become pure because of inbreeding, the male and female parentage of the seed always came from a single plant. As long as inbreeding is continued, these lines remain fixed or unchanged. Such characters as silk or tassel color, plant height, time of maturity, popping volume, and the hundreds of other characters reproduce the same way from year to year. But during the five or six years that the pure lines were being developed by inbreeding, many undesirable as well as desirable traits show up. The desirable lines, insofar as they could be recognized, were saved, and the undesirable ones were discarded. Only a very few were good enough in all characters to be saved during the long period of intensive inbreeding. This means that a large number of hand pollinations were made every year. Many lines were grown but discarded because they had some fault such as low popping volume, poor quality of popped corn, weak stalks, or poor roots which caused the

corn to blow over easily. It must be obvious that large plots of ground, much hand labor in planting, weeding, pollinating, harvesting, and shelling was required each year. The task of making popping tests, on the large number of inbred lines developed, was a formidable one.

BUT THIS was only the beginning of hybrid corn. After the inbreeding program had been carried on for five or six years, about 200 inbred lines had survived the rigorous selection. But even the best inbred lines were weak, and the ears were small. They could not be used for seed to produce a commercial crop of corn for popping. To restore the vigor and yield they lost during inbreeding and to capitalize on the good characters for which they were selected, these lines had to be crossed together to produce hybrids. However, 200 inbred lines are far too many to cross in all possible combinations. Nearly 20,000 could be made with 200 lines. The number was then reduced to 20 by putting the 200 through a special test by crossing each one to the same parent. This test shows which ones are likely to give the most hybrid vigor. These 20 inbred lines were then crossed in all possible combinations, making about 200 single cross hybrids. These 200 single crosses were tested in a yield test to learn which hybrids showed the most promise in making three-way or double-cross commercial hybrids. This part of the breeding work, to find inbred lines that have the best chances of transmitting their characters into hybrids that also yield well, requires hundreds of cross pollinations made by hand and thousands of popping tests to measure volume and quality of the popped corn. It is the intermediate stage of cross breeding to reduce many lines to only a few that meet the exacting demands of the producer and consumer of commercial popcorn hybrids.

THE THIRD STEP in producing a good hybrid popcorn was to make several hundred experimental three-way and double-cross hybrids from the most promising single crosses. These hybrids also must be tried in a yield test. This involved planting each hybrid in a separate row, and growing them to maturity. Notes were taken on their growth characteristics such as ability to withstand windstorms and the attacks of insects and diseases. Each row was harvested separately and the yield obtained. About 20 representative ears from each row were dried carefully to the right moisture and popped to obtain popping volume and notes on the characteristics of the popped flake. These notes consisted of a score or rating on color, hull, shape, size, tenderness, and flavor. On the basis of the information obtained from these tests, a hybrid was selected for commercial production. It should be obvious that this program has involved an enormous amount of careful, painstaking research carried on over a period of about 12 years. During the time that the hybrid popcorn breeding program has been carried on at Iowa State College, three complete cycles as described above have been completed, and a fourth is well on its way.

THE POPCORN breeding program at Iowa State College has resulted in the release of 10 different commercial popcorn hybrids three of which were not given official release numbers. Of the last three to be released, Iopop 5 and 7 are white or Jap Hulless type and Iopop 6 is yellow. All three stand better, yield better, and are more resistant to insects and diseases than the open-pollinated varieties of similar type. But in the characteristic of most interest to the commercial popper, popping expansion, they are decidedly better than their open-pollinated ancestors. The two white hybrids have a popping expansion of 31.7 for Iopop 5 and 33.0 for Iopop 7 as an average for a three-year period. These volumes are much higher than the old Jap Hulless variety. In addition both of these hybrids are high in eating quality, having a very tender flake, free from coarse hull and of delicate flavor.

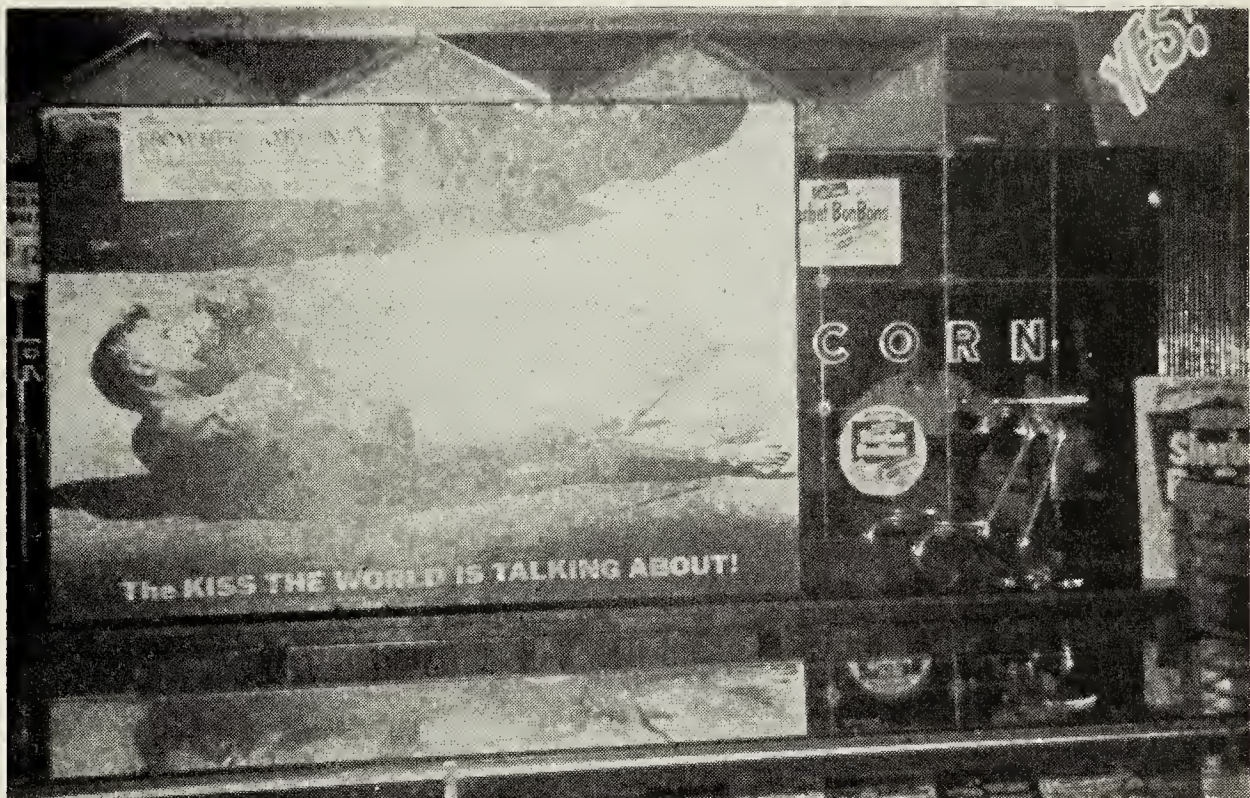
THE NEW yellow hybrid, Iopop 6, has shown even greater superiority over the open-pollinated yellow varieties. Iopop 6, as an average for the last four years, has popped 35.1 volumes or 15 volumes better than the average for five of the old varieties. Iopop 6, in addition, has an extremely tender flake (too tender for some commercial uses), thin hulls, an attractive color and excellent flavor.

PERHAPS some do not realize how important popping volume is to the commercial popper. Some dollars and cents comparisons may help to visualize its importance. By taking an average of the standard size popcorn bags used by three

large popcorn stands, it was found that a 100-pound bag of 26 volume corn would give a return of \$115; 100 pounds of 30 volume corn returned \$133, and 34 volume corn \$154. In other words, each volume increase meant an increase of about \$4.50 from a 100-pound bag. These figures show the importance of the popcorn breeding program to the commercial popper.

THERE IS little doubt that the great increase in sales of popped corn can be

partly credited to the better quality of the product. This, in turn, is largely the result of the better hybrid popcorn being used by the popcorn industry. But even good hybrid popcorn must be processed and delivered to the commercial popper with the proper moisture and quality to give its full potential for high volume. Good breeding and good processing together have made popcorn of today one of the best examples of the way in which research has been of value to the producer, the industry, and the public.



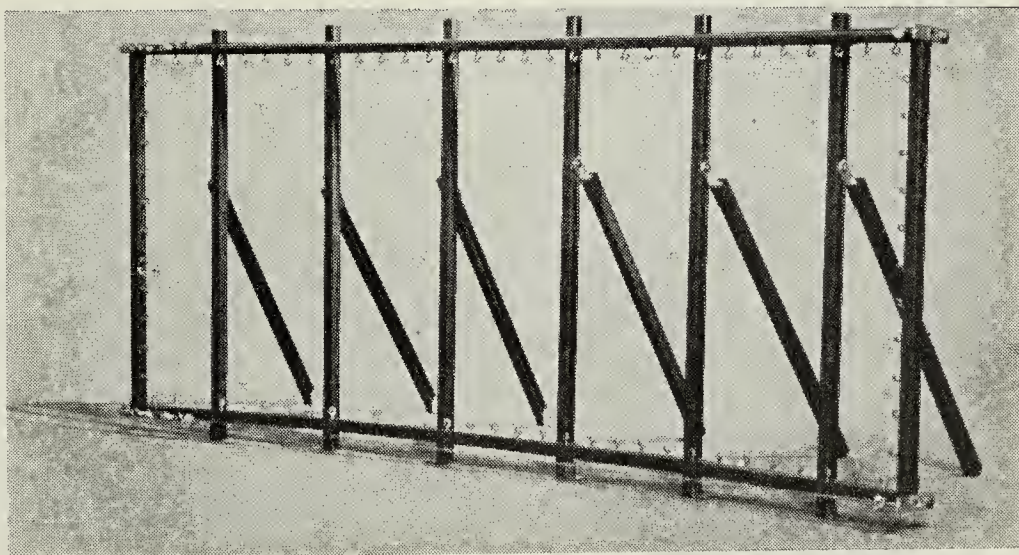
The large display space in back of the candy counter in the lobby of Loew's Poli, New Haven, was recently arranged by manager Morris Rosenthal to bally Columbia's release, "From Here to Eternity."

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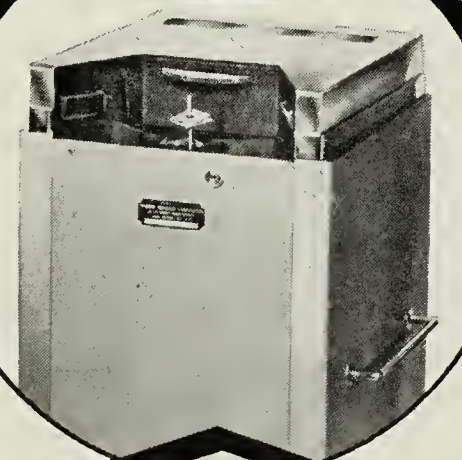
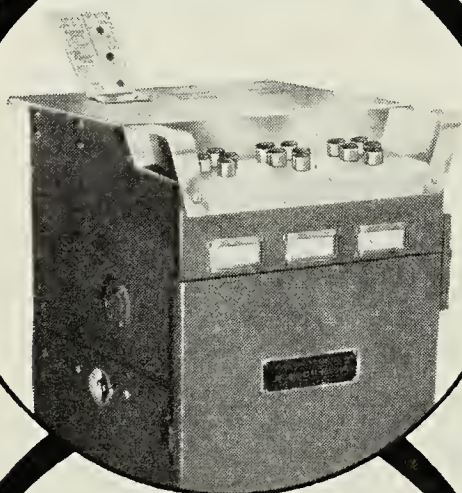
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See us at the
TOA-TESSA-TEDA SHOW
Booth No. 124

Trade Show

(Continued from page PT-EP-32)

to be shown will be Peatrophone which describes the program and gives time schedule.

Attending the booth and available for interview and consultation will be H. Wilson Cain, president; and Albert Catuna, assistant to president. (L)

THEATRE SEAT SERVICE COMPANY—Will occupy booth 107. Included among the equipment to be shown will be rehabilitated chairs, foam rubber cushions, upholstery fabrics.

Attending the booth and available for interview and consultation will be Fred H. Massey (12), president; and F. S. Lawrence (6), production superintendent. (S) (L)



The Charles E. Hires Company will be showing a number of drink dispensers for use in theatres.

WAGNER SIGN SERVICE, INC.—Will occupy booths 139 and 140. Included among the equipment to be shown will be marquee equipment including frames and glass background, Enduraname panels, and plastic and aluminum silhouette letters.

Attending the booths and available for interview and consultation will be Erwin Wagner, president; Mrs. Wagner; Walter Jacobson, office manager; J. Stokes, sales promotion manager; and Lou Sherman, eastern representative. (S) (L)

WENZEL PROJECTOR COMPANY—Will occupy booth 88. Included among the equipment to be shown will be projectors and pedestals, all sizes of film magazines, rewinds, sound heads, amplifiers, booth accessories.

Attending the booth and available for interview and consultation will be F. J. Wenzel (30), president and general manager; and C. J. Williams (45), sales manager. (S) (L)

WHITNEY BLAKE COMPANY—Will occupy booth 39. Included among the equipment to be shown will be underground cable for drive-ins, Koiled Kords and Straight Cord.

Attending the booth and available for interview and consultation will be Edgar Love, manager, advertising and sales pro-

It's pure peanut oil!



**gives corn
true
butterlike
flavor!**

**THAT MEANS
SALES!**



C. F. Simonin's Sons Inc.
Phila. 34, Pa.

**WIDE SCREENS
AVAILABLE NOW
IN ALL RATIOS**

MR. EXHIBITOR:

FOR THAT "NEW LOOK"—MODERNIZE YOUR PICTURE PRESENTATION WITH A NEW WIDE RATIO SCREEN AND

SEE THE DIFFERENCE!

also . . .

**3-D SILVERLITE
SCREEN COATING
FOR INDOOR AND DRIVE-INS
AND
SUPERIOR WHITE DRIVE-IN
SCREEN COATING AND
BLACK MASKING PAINT**

—ALL DEALERS—

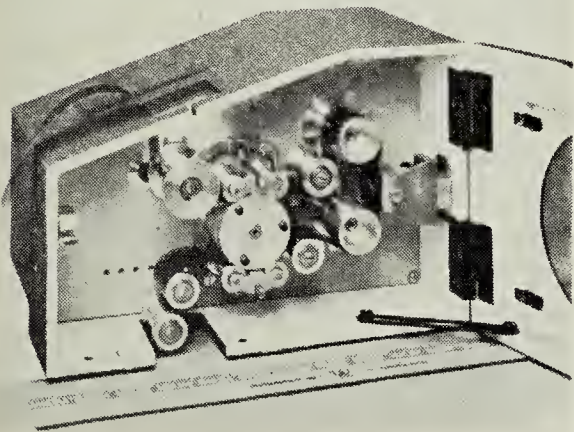
VOCALITE SCREEN CORP.

ROOSEVELT, NEW YORK

motion for Koiled Kord, Inc.; and Whitney Blake and Charles Cumpstone, sales representative. (L)

The following firms will have exhibits at the Trade Show, but complete booth information was not available at time of publication:

ALTEC LANSING CORPORATION will occupy booth 77. AMERICAN CHICLE COMPANY will occupy booth 117. C. S. ASHCRAFT MANUFACTURING COMPANY, INC. will occupy booth 99. A. L. BAZZINI COMPANY, INC. will occupy booth 138. THE COCA-COLA COMPANY will occupy booths 63, 64, 65, 67, 68, and 69. CONTINENTAL ELECTRIC COMPANY will occupy booth 10. DIECAST ALUMINUM SPEAKERS, INC. will occupy booth 141. GLOBE MANUFACTURING COMPANY, will occupy booth 124.



Motiograph will show its stereophonic sound equipment for use with three and four tracks.

GORDOS CORPORATION will occupy booth 56. HOLLYWOOD SERVEMASTER COMPANY will share booth 47 with HAL I. HUFF MANUFACTURING COMPANY. IMPERIAL ELECTRIC COMPANY will occupy booth 104. KROEHLER MANUFACTURING COMPANY will occupy booth 85. LEAF BRANDS, INC. will occupy booth 72. MANLEY, INC. will occupy booths 115 and 116. MARS, INC. will occupy booth 29.

MOHAWK CARPET MILLS will occupy booth 6. NATIONAL CARBON COMPANY will occupy booths 83 and 84. NEW ENGLAND CONFECTIONERY COMPANY will occupy booth 137. ORANGE-CRUSH COMPANY will occupy booth 92. PETER PAUL, INC. will occupy booth 27. H. B. REESE CANDY COMPANY will occupy booth 121. RENNIE NUT COMPANY will occupy booth 153. SMPTE will occupy booth 111. STEREOCOLOR, INC. will occupy booth 101. SWITZER'S LICORICE COMPANY will occupy booth 41. TRIPLE S SUPPLY CORPORATION will occupy booth 53.

Mitchell Wide Screen Frame Is Ready To Be Marketed

HARTSELLE, ALA.—The H. R. Mitchell and Company, recently introduced to the theatre industry its patented Bowline screen frame.

One of the outstanding features of the new wide-curved frame is said to be its low production cost, which is achieved by eliminating expensive preforming of curved members.

Due to mechanical principles the proper radius of curvature is set on the theatre's

stage after the Bowline frame is assembled. It is said to be completely adjustable in height so that any aspect ratio can be obtained. The degree of tilt can be set instantly, and the curve can be set to any desired radius in a matter of seconds, the company claims. The radius can be varied from time to time for any future requirements, and the frame may be instantly converted to a

flat frame if required.

The Bowline frame weighs approximately one pound to the square foot of screen surface. For instance, if a 20 by 30 foot screen is being used, the area will be 600 square feet, or 600 pounds in weight.

The frame can be flown, permanently attached to the floor, or mounted on casters.

NEW

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"MOVIES ARE BETTER THAN EVER" WITH

SUPER-LITE

HILUX

Super-Lite

FILLS YOUR SCREEN

with the
brightest
clearest
picture
YET!

- ★ NEW ANASTIGMAT FORMULA
- ★ ONE PIECE HERMETICALLY SEALED MOUNT
- ★ NO CEMENT FAILURE—NO RECEMENTING
- ★ ALL AIR-GLASS SURFACES PRO-COATED
- ★ MINIMUM VIGNETTING
- ★ MAXIMUM SCREEN BRIGHTNESS

PROJECTION OPTICS COMPANY, INC.

330 LYELL AVENUE • ROCHESTER 6, NEW YORK

Distributors: RAYTONE SCREEN CORP. 105 CLERMONT AVE. BROOKLYN 5, NEW YORK

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COLOR?	SIZE?	SPECIAL?
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**REDUCE
SPEAKER
THEFT**

with YOUR NAME
cast on each speaker

... and DAWO
speakers are of
highest quality!

145 N. Erie St. Adams 0770

Canada Popcorn

(Continued from page PT-EP-24)

He pointed out the advantages of white corn over the large yellow corn. White corn, which has no objectionable hull, is sweeter, more tender, and pops faster. He said that it is much better for home consumption, an outlet which has become increasingly important in recent years, and cautioned against using the same

amount of white corn as in large kernel yellow corn when popping, as the smothering effect of the extra kernels would reduce the volume. He also advised a reduction of 10 per cent in the quantity of white corn as compared to the yellow variety.

Bennet also strongly recommended the use of the Polyethylene pack for theatres doing their own popping to facilitate humidity control and get maximum volume out of popping.

John Decker, operating two Manley Aristocrat popcorn machines in the Kitchener arena for the past two years, gave an account of his successful operation. He had a sales to attendance ratio of one to five, and found that sales increased when popcorn was sold apart from the regular concession stand in a colorful decorated section of its own.

THE SUBJECT of the sales tax on popcorn was discussed by A. Gurkin, W. T. Hawkins Limited, Tweed, Ontario, and A. Rodier, Montreal tax consultant. Turpin reviewed his experiences in attempting to have the 15 per cent excise tax from caramel corn, presently classified as a substitute for candy.

Turpin reported that the consideration of popcorn as a confections item is quite prevalent, and that the reclassification of it to a food status will require a concerted effort on the part of the National Association of Popcorn Manufacturers.

In the general discussion which followed, a committee was appointed to gather statistics and report back to the regional board in an effort to reduce the sales tax or have it repealed entirely.

Those nominated to the committee were Fitzgibbons, J. N. Decker, Turpin, and H. Heller, Canadian Automatic Confections.

Charles Cornell, secretary, Packaging Association of Canada, stressed the importance of eye appeal in package design for popcorn as well as other merchandise, and suggested the promotion of popcorn in attractive containers for conventions, picnics, and other functions.

He further advised that recipes, suggestions of various uses to the consumer, and an adequate mention of the food value of popcorn be printed on the outside of the package.

Level Tanguay, Suzan Popcorn Company, Sherbrooke, Quebec, then introduced the latest in sales innovations when he displayed various colored figurines made of popcorn and molded into the shapes of animals. The main problem confronting him, he says, is the high cost of manufacturing the figurines, which puts the retail price at a high level. Tanguay listed several methods used in making popcorn more appealing for the consumer.

THE CONFERENCE concluded with an address by Thomas J. Sullivan, executive vice-president, National Association, Popcorn Manufacturers, who stated that the future of the individual in the popcorn industry is dependent on his willingness to take special steps in checking the quality of his raw product.

He advocated the use of the test kit to investigate contamination of each shipment, the volume tester to determine the potential popping volume, and the moisture tester to determine the moisture con-

tent of the raw corn and the storage conditions indicated.

All this equipment is available in a kit offered by NAPM. Sullivan also discussed the proposed launching of a new International Popcorn Association, which gives active voting membership to seven important aspects of the industry—the popcorn processor, the commercial popcorn manufacturer, the theatre and concession operator, the retail popcorn shop, the jobber of popcorn and supplies, the broker of popcorn and supplies, and the manufacturers of popcorn equipment. The constitution and bylaws of the new group are so designed as to embrace and benefit all.

Manufacturers displayed their equipment after the conference closed.

your
one
the
best
buy
in
popcorn
seasoning

new!

Seazo
coconut oil

butterlike flavor
and color



C. F. Simonin's Sons, Inc.
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sell every show



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AND
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COLORED PLASTIC LETTERS

Write today for big free catalog on
changeable copy display equipment.

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FOR ANY LAMP... IN ANY SIZE THEATRE AND DRIVE-IN

**PROJECT
THE BRIGHTEST
LIGHT POSSIBLE
MORE ECONOMICALLY
FROM "LOW" to
HIGHEST "HIGH"**

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For YOUR
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Engraved by
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specifications.



LAMOLITE
ILLUMINATED PRICE ADMISSION SIGNS

Our enlarged plant facilities assure
OVERNIGHT service from coast to coast.
Plastic Signs Engraved for the Entire Theatre
Send for Folder *Pat. pend.

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**GOLDE SPOTLIGHT STOPS
TRAFFIC!**



Long-life Golde spotlights
brighten lobbies, displays, etc.
U. L. Approved. Easiest to set up,
most compact. Instant-lack tilt,
heat-proof fresnel lens, porcelain
socket, asbestos card, removable
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watts, 1000 watts blower-cooled.
Pipe clamps, color wheels, color
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SMPTE Award Goes to Fred Waller

NEW YORK—Fred Waller, inventor of the Cinerama motion picture process, has been named to receive the Progress Medal Award of the Society of Motion Picture and Television Engineers for 1953. The Award, the highest honor bestowed by the Society, was presented to Waller as the climax of the opening day sessions of the 74th Semi-Annual SMPTE convention, which was held at the Hotel Statler from Oct. 5 through Oct. 9.

"The tremendous catalytic effect" of Waller's work on the entire motion picture industry was cited by the SMPTE in its announcement of the Progress Medal Award. "The work of Fred Waller in visualizing the possibilities and putting to practical use the peripheral vision phenomenon, first as a gunnery trainer for military use and second as what is known as Cinerama, and the tremendous effect of this work on the motion picture industry through the stimulation of intensified development, engineering and exploitation activity, represents a significant advance in the development of motion picture technology," said the SMPTE.

Waller is a fellow of the Society of Motion Picture and Television Engineers, President of Vitarama Company and Chairman of the Board of Directors of Cinerama, Inc.

Theatre Concessions

(Continued from page PT-EP-20)

concession items that are so packaged that the contents can be seen by prospective purchasers, are the ones that sell. A closer working relationship between the manufacturers and theatremen, along these lines, should help to provide the type of packaging that will lend itself to increasing sales.

The average exhibitor does not have to be sold on the value of advertising, and the snack bar should not be overlooked as an advertising medium. Dressing up the counter in keeping with the setting or mood of the film being shown has proven itself well worth the effort time and time again in houses both large and small.

Having the manufacturer of concession products mention the motion picture theatre in his national advertising is another suggestion that can work to the advantage of both parties. By associating his product with theatres, the manufacturer increases his chances of a patron requesting that product when he goes to the movies. Also, by plugging motion pictures, and helping to increase patronage, the manufacturer adds to his potential market. And of course, it is only natural to expect that the exhibitor will favor the companies that make an effort to cooperate.

It is amazing to note the increasing awareness on the part of other businesses to secure and constantly add to their potential incomes by being on the alert for items that will bring increased revenue.

There is no question but that the motion picture theatre owners desire to keep pace with progressive retailing methods. The number of products which may be sold in theatres is steadily increasing.

Through the judicious use of automatic machines a theatre may sell almost any small item without having to reduce selling area, and without having to increase the sales staff. Adding new products is not limited to automatic machines. Many stands have added such things as pocket combs and tissues to their stock with splendid results.

An extremely important part of extra profits operation is quality. At a recent convention where theatre owners, automatic machines representatives, chain stores, national grocers, tobacco distributors and candy wholesalers participated in a panel discussion, all of the representatives were unanimous in agreeing on one subject—quality first!

It is no more than good common sense for theatre owners to follow this wise advice and to build their concession business exclusively on quality products.

As more and more people return to the movie houses, on the strength of good product and the new projection and sound techniques, the theatre operator is offered a fine chance to add to his revenue by doing his best to expand and improve his concession business.

At the coming TOA-TESSMA Trade Shows in Chicago, there will be countless opportunities to discuss the points mentioned here, and many other topics. The exhibitor will also have the chance to see the latest in concession items, and the latest in merchandising material.

... Your Best Move



Think of increasing your BO take and most likely you'll start with improving your seating. So, make your first move your BEST move, . . . call THEATRE SEAT SERVICE.

We're seat re-habilitation specialists . . . on any make or type of chair, replacing worn parts, seats or backs. We work on the spot with no stoppage of your show and guarantee satisfaction. May we quote on your needs?

MANUFACTURERS—
Foam rubber and spring cushions, back and seat covers
DISTRIBUTORS—
Upholstery fabrics and general seating supplies



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Everybody Likes the Taste of BUTTER on Popcorn

Serve it RIGHT . . . serve it PROFITABLY, up to \$3 profit per pound of butter used.

Special Advantages:

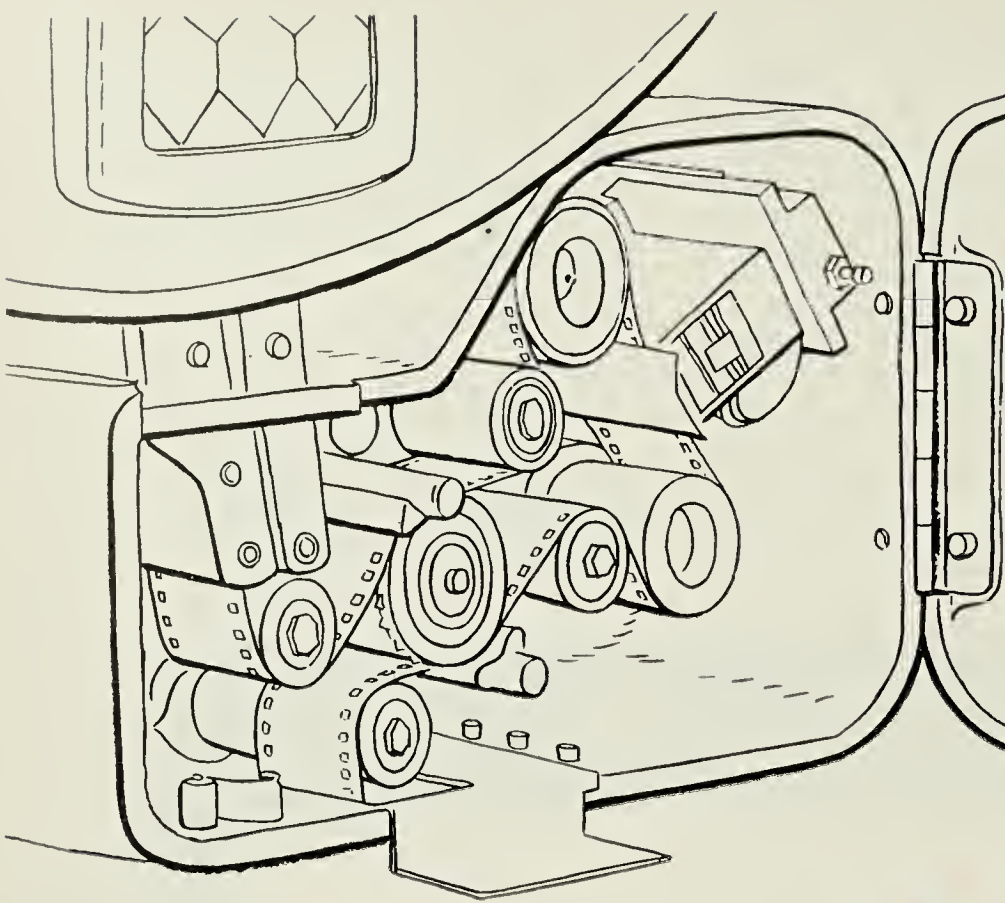
- ★ EYE-APPEALING—Butter is enhanced with light shining through from under bowl.
- ★ ACCURATE—Every serving of butter dispensed simply and accurately.
- ★ DEPENDABLE—Developed and produced by experts thoroughly acquainted with the field.
- ★ SANITARY—Disassembled, easily cleaned and reassembled in a few minutes. Non-drip spout eliminates waste and mess.
- ★ ECONOMICAL—Well insulated to retain heat and reduce use of electricity.
- ★ TROUBLE-FREE—Few moving parts, constructed of steel, reducing replacements.

\$79⁵⁰
(F.O.B. Factory)

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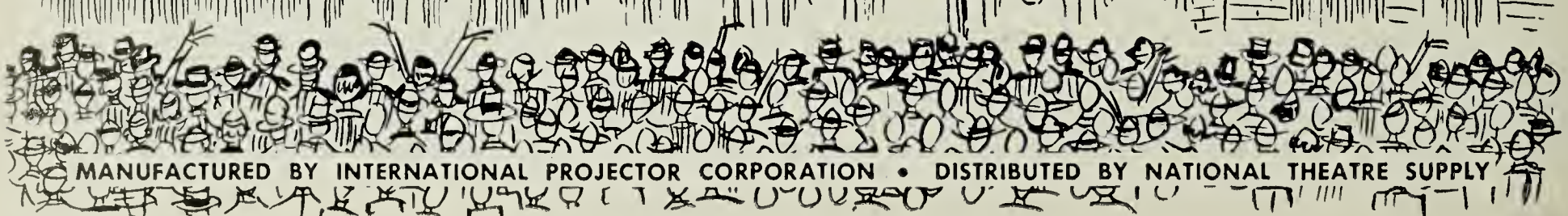


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**MAGNETIC
SOUNDHEAD**

*Tops 'em
All!!*



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NEWS OF THE

Territory

BRANCHES

Atlanta

The Elks, Huntsville, Ala., will be improved as result of an agreement between the Lyric Amusement Company and the Madison County board of commissioners. The county agreed to provide a maximum of \$12,000 in improvements.

Thieves broke into the office of the Star-Lite Drive-In, Wauchula, Fla., and made off with a 200-pound safe containing nearly \$1,000. . . . Frank Krickler is renovating his drive-in at West Hollywood, Fla.

Manager Joseph Fleishell, Athens, DeLand, Fla., installed in the house a new screen and 3-D. . . . Herman Gandy, manager, Lyric, Prattville, Ala., has a special admission, 30 cents for students over 12 years.

The Skyline Drive-In, Dotham, Ala., completed an auditorium for indoor seating.

W. B. Small, manager, Victoria, retired, and will be succeeded by Hewett A. Tedder.

The Liberty, Homesville, Ga., closed. . . . The Skyvue Drive-In, Jackson, Miss., celebrated its remodeling with a special program. . . . Construction has been resumed on a Negro drive-in at Sanford, Fla. Work stopped when Harry F. Cushing and John Brumley, Jr., received threats of bombing if they went ahead with the project.

O. G. Gryder, Talgar Theatres, Jacksonville, Fla., was spending a vacation with the wife in North Carolina.

Rath Hook, owner, Hook Theatres, Alabama, and Mrs. Lucile Cobb, owner, Cobb Theatres, Alabama, were married.

Owner John Carter, Buckhead, installed a new Miracle Mirror Cinema-Scope wide-screen.

In town were: Sid Laird, Al-Dun Amusement Company, West Point, Ga.; Tom Jones, Storey Theatres; William Green, Glenn, Decatur, Ga., and P. L. Taylor, Dixie, Columbus, Ga.

Lowell Gorman is the new owner, Midway, Trion, Ga., formerly the Park.

Bob Moscow, Rialto, is chairman of theatres for the 1953 Red Feather campaign.

Mayor Lawrence Shields, drive-in owner, Columbus, Ga., announced his candidacy for reelection in the October Democratic primary.

The old stork passed over the home of Mr. and Mrs. Bob Anderson, manager, Main Street Drive-In, Jacksonville, Fla., and left a baby daughter.

Charlotte

E. O. Wilschke, Altec Service Corporation operating manager, announced the promotion to the post of field representative of L. N. Muzzy, former field engineer in Altec's southern division. Muzzy will work out of Asheville, N. C.

Essantee Theatres, Inc., Charlotte, has obtained a certificate of incorporation from the North Carolina Secretary of State to operate motion picture theatres with authorized capital stock of \$100,000. Incorporators are H. H. Everett, Cornelia N. Everett, and Ann Everett Belk, all of Charlotte.

The issue of continuous Sunday movies at Durham, N. C., has been revived before the City Council. The question was raised on Oct. 1 by Councilman Watts Carr, Jr., who asked that the matter be placed on the Council's agenda for discussion at its next meeting. Carr pointed out that there are now persons on the Council who were not members of the body when a proposal to allow continuous Sunday movies at Durham was defeated over a year ago. He said he personally is in favor of allowing houses to operate without interruption on Sundays. Under an existing City ordinance, films are allowed to be shown only between 12:30 p.m., and 6:30 p.m., and from 8:45 p.m. on. The limited hours require the theatres to be closed during Sunday night church services. When the proposal to allow the theatres to operate without interruption on Sundays was defeated over a year ago, pastors of several churches voiced strong opposition to the proposal. Other ministers, however, said they had no objection to proposed continuous Sunday movies as long as clean entertainment was provided.

Charles B. Edwards, manager, Criterion, Durham, N. C., with which he has been connected for seven years in an executive capacity, purchased the house from Consolidated Theatres, Inc., Charlotte, and now is the sole owner. The Criterion, located on Church Street, has been in operation for more than 22 years.

The Colony, Wilmington, N. C., formerly known as the Carolina, reopened after two weeks of remodeling. The remodeling also included a new seating arrangement.

A fire swept the basement of the Center, Mount Airy, N. C., and approximately 200 persons left the theatre safely.

Walter Thomas and Betty Beatty, MGM, were in New York on vacation.

Memphis

Boy Scouts viewed a motion picture depicting activities of the Goodwill Industries at Augustine Cianciola's Plaza. . . . New owner of the Lindy, Linden, Tenn., is Van Duncan. . . . Fire destroyed the Gem, Lake City, Ark., owned by W. E. Ringer. . . . Roy Dillard, Wardell and Lilbourne, Mo., theatres, was among Legionaires at a luncheon

in Caruthersville, Mo., where former president Harry S. Truman was a speaker. . . . Visitors were: C. Goff, Rustic, Parsons, Tenn.; Mrs. Margaret Shannon Deguire, trustee, Maxon and Shannon, Portageville, Mo.; C. Martin, Dyess, Dyess, Ark.; Jimmy Singleton, New, Star, Poinsett Drive-In, Marked Tree, Ark.; C. Y. Carlton, Dixie, Gleason, Tenn.; Mrs. J. C. Knobel, Temple, Leland, Miss.; W. A. Gray, Rutherford, Tenn.; Henry Pickens, Lyle, Carlisle, Ark.; Mr. and Mrs. Frank Patterson, City, Junction City, Ark.; Mr. and Mrs. Johnny Keller, Joiner, Joiner, Ark.; E. C. Fleeman, Ritz, Manila, Ark.; C. N. Eudy, Houston, Houston, Miss.; Mart Monger, Mart, Calhoun City, Miss., and Roy Dillard, Dillard, Wardell, Mo.

TO SELL EVERY SHOW

there's nothing like a modern, well-lighted attraction board . . . large enough for plenty of powerful sales copy and enough letters to spell it out as you plan it — with a variety of sizes and colors to lend emphasis.

BIG PANELS AND GOOD COPY ARE GETTING THE BUSINESS!

There are Wagner frames for all conditions — letters in plastic and aluminum in the widest range of sizes and colors. Exclusive features make them the most favored.

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New Orleans

The New Orleans Times-Picayune prepared a special section dedicated to RKO's "Louisiana Territory," Loew's State.

Mrs. Evelyn Revertiga, Joe Raviotta's Bar and Grill, has taken over the grill concession.

United Fund Campaign company captains rallied to the call of MGM manager C. J. "Jimmy" Briant, chairman of the employe rally committee, at a gathering at the Civic to discuss the "E" award plan, payroll deduction system, and other aspects of employe solicitations. The assembly was entertained by a preview of "Lili" and selections by D. H. Holmes Men's Chorus. Jeff H. Collins, employe group coordinator, announced the appointment of Harold F. Cohen, Lippert franchise owner, as chairman, motion picture industry unit. Committeemen are William H. Murphy, southeastern equipment manager; Henry Glover, Monogram-Southern manager; Dan Brandon, general manager, Transway; Alex Maillho, UA manager; Bill Holiday, Paramount manager; Luke Conner, Warner manager, and Joel Bluestone Buying and Booking Service.

"Babe" and Sarah Cohen were back from a trip to Nashville, Tenn. . . . Ike Katz, president, Kay, accompanied by field representative J. Ken McCartney, was in from Atlanta.

Seen around were Stanley Taylor, Crosby, Miss., and Bill Butterfield, Lake Drive-In, Pascagoula, Miss.

Sammy Wright, Jr., Frank Lais, Jr., Lakeview and Algiers Drive-In, and Charles A. Asche, Jr., were chatting while relishing food at Gentilich. . . . Thanks go to the girls and boys of Republic's shipping and inspection department for their extended subscription.

H. M. Thomas has taken over the Dome, Hattiesburg, Miss. Theatres Service will handle the buying-booking. . . . J. C. Hester closed his Isis, Pensacola, Fla. . . . Clarence Galle reopened the Illings, Ocean Springs, Miss.

Dixie Theatres' Rex, Hammond, La., reopened.

Leo V. Seicshnaydre, Republic, was back from Chicago bubbling with enthusiasm. . . . M. A. "Max" Connett, Newton, Miss., was at his headquarters. . . . Willis Houck, general manager, Joy Theatres, Inc., spent a week on the old homestead in Magnolia, Ark. . . . S. J. Gulino's Kenner, Kenner, La., is being wide-screened and 3-D-equipped. William Sedy and E. W. Ansardi are assisting with the installations.

Salesmen seen around were Roy Nicaud and Larry Fufour, Lippert; Alton Dureau, Masterpiece; William Thomas, Republic; George C. Nungesser and J. J. Fabacher, Monogram-Southern; Robert Dessommes, RKO, and E. E. Shimm, Paramount.

Mr. and Mrs. Gordon Moody, Gordon, Meridian, Miss., were in, as were H. Hargroder, Beverly Drive-In, Hattiesburg, Miss.; Joseph Barcelona, Regina, Baton Rouge, La., and Ernest Drake, Ideal, Ponchatoula, La.

Mrs. Alma Campo is the newcomer in Warners inspection department. . . . Jack Pope, Joy Theatres, Inc., field representative, Rayville, La., conferred with President Joy N. Houck. Many of Joy's theatres are being reequipped with wide-screens and stereophonic sound.

J. L. Overitt is the new manager, Joy N. Houck's new Panorama. Overitt was formerly with Don George Theatres, Shreveport, La. . . . Arthur Bethencourt, general manager, Bijou, and Houma Drive-In, Houma, La.; Arthur Lehman, Alamo and Booker T, Jackson, Miss., and M. A. Berensen were callers at Theatre Service headquarters. . . . J. H. Hamilton, Pine Hill Drive-In, was buying and booking as was E. W. Clinton, Monticello, Miss.

Frank Lais, Lakeview and Algiers Drive-In, joined the large family of EXHIBITOR readers, and Louis Chateau, pioneer projectionist, is a continuing subscriber.

Mike Ripps and Ed Fessler, Mobile, Ala., conferred with newly appointed managing director D. J. Olistier, Do-Drive-In, Metairie, La, scheduled for an early opening.

Harold "Babe" Cohen, Lippert, acquired "Reaching From Heaven." . . . Among the latest arrivals in search of new equipment were Henry Conrad, Broussard, La.; S. J. Campisi, Ritz, Abbeville, La., and Ann, Baton Rouge, La.; Mrs. Sam F. Ewing, Fay, Fayette, Miss., and Autovue Drive-In, Lorman, Miss., and Mr. and Mrs. McKowen, Trio, Zachary, La.

Warner manager Lucas Conner and wife were Miami, Fla., bound for a vacation.

20TH-FOX — Manager William A. Briant and personnel received the glad tidings of their winnngs in the drive which closed on Sept. 26. Briant, sales staff, office manager, and bookers receive four weeks salary, and all other personnel get two weeks salary. . . . June Hermann, billing department, resigned awaiting the arrival of the stork. . . . Audrey Julian bade farewell to her employees to become a house-frau. She and Alvin Hatty were united in wedlock. The groom is a brother of Joseph Hatty, owner, Jean, Lafitte, La. . . . Joe Silvers' sprightly youngster, Jo Ann, spent the weekend with her grandparents, the John Zinsers, in Slidell, La. . . . Walter DesForges, shipping department, and wife are vacationing in Dallas. . . . Effie Carlisle, veteran instectress, joined the Paramount crew. . . . Mrs. Carrie Silver spent a few hours renewing acquaintances.

WDSU-TV began a "Search for a Queen of Louisiana Territory," to tie in with RKO-Pathe's "Louisiana

Agreement Reached on "Robe" in N. O.

NEW ORLEANS — The Joy Theatres, Inc., suit brought on Sept. 23 in federal court against Paramount Gulf Theatres, Inc., and the 20th Century Fox Distributing Corporation alleging that "The Robe" was awarded to the Saenger, operated by Paramount-Gulf, in spite of a higher bid submitted by the plaintiff for showing the film at the Panorama, was dismissed by Judge J. Skelly Wright after an agreement was reached by parties in action and presented to the court by Hugh M. Wilkinson, Sr., one of the two attorneys for 20th-Fox.

The agreement contained a provision that effective on Nov. 1, 20th-Fox will alter and amend its system of bidding in each area wherein Joy Theatres, Inc., operates by inserting in its printed form of bid solicitations the following clause:

"In the event that 'The Robe' is awarded to any exhibitor as a result of bids submitted pursuant to this invitation, then all bids as have been submitted to this corporation will be available for inspection at our district office to all who have submitted bids which have not been accepted, for a period of seven days commencing from the date of notification to you that an award has been made."

Further agreements between the parties indicate that this change of policy as to the system of bidding as represented by the insertion of the specified clause of bid invitations is considered by 20th-Fox as an experimental change, which it binds itself to keep in existence for a term of one year subject to renewal if said system works out satisfactorily to the distributor. It was also agreed that the agreement will be terminated if for any reason the bidding system in whole or in part is declared to be illegal and that under the altered system of bidding as provided, 20th-Fox specifically binds itself not to disclose to any one in advance of the opening of all bids of any picture any of the details of the bid of any of the bidders, and that Joy's Theatres, Inc., will not be any longer bound by this agreement if at any time 20th-Fox violates the letter or the spirit of this agreement in any particular. The agreement also provided that the Joy Theatres, Inc., complaints and demands of damages and attorneys' fees in relative to the contract for "The Robe" between 20th-Fox and Paramount-Gulf Theatres, Inc., be dismissed.

Gaston H. Dureau, Jr., president, Paramount-Gulf, said he was gratified at the dismissal of the suit.

"Louisiana Territory," Loew's State. Contests were also being held in other cities, and individual city winners will make appearances at the theatres in which "Louisiana Territory" is opening. Winners from each city competed for the title over WDSU-TV.

Allied members attending the conclave in Boston were Abe Berenson, president-national director, his wife, and board members William Sedy and Milton Guidry and wives.

NEWS OF THE

Territory

Chicago

Mr. and Mrs. Louis S. Danley, Mendon, Mich., opened their M-60 Drive-In near Three Rivers, Mich.

Joan Kashew was named secretary to Norman Pyle, MGM publicity department. . . . Kiwanis Club members held a "Movie Night" at the Harrisbury, Ill., Drive-In to raise money for its junior baseball teams.

Newspapers of Amboy, Ill., gave extra publicity as a gesture toward James Marchesi, manager, Amboy.

Six pictures were rejected and two marked "adult" among the 101 films, totaling 513,000 feet, examined by the censor board in September. . . . Donald Sims, boothman, Ritz, North Manchester, Ind., extinguished a blaze before firemen arrived.

Clarence Edgar Irvin, former operator of five theatres in partnership with Great States and from 1918 to 1924 police chief, Bloomington, Ill., passed on. . . . Casey Calamari and Rocky Rolf, publicist, were wed.

A \$25,000 tea service, replica of the one presented to Queen Elizabeth as a wedding gift, was displayed as publicity for "The Beggar's Opera," Ziegfeld.

Attendance is on the upswing, definitely shown by city tax collection reports. Theatres paid \$103,079 in September as against \$93,939 for the same month last year. For the first nine months, the theatres paid \$797,487 and all amusements \$1,317,414 and in 1952 \$758,659 and \$1,259,999 during that period.

Norman Weiser presented 1,000 records and a phonograph to La Rabida Sanatorium, Variety Club main charity.

Attorney Seymour F. Simon took depositions in Kansas City relative to the anti-trust suit of the Tower, Wichita, Kans., owned by Herman Hunt. . . . The Regal returned to stage shows along with its regular picture program. . . . Wayne Beyers was named Saunders manager, Harvard, Ill., on his return from army service in Germany.

Charlie Van, veteran industryite, was hospitalized.

Donald French and Clark Williamson are new operators of the Union, Liberty, Ind. . . . Thieves carted away the safe of the Roxy, Delphi, Ind. It contained but \$85, the bulk of receipts having been deposited in the bank by manager Mary Patrick.

"The Robé," in its first week at the State Lake, chalked up a net mark of \$97,428, a new record.

Dallas

The Variety Boys Club, Houston, Tex., is organizing a 64 piece band, but is in need of instruments, particularly cymbals and bass horns. It sent out an S.O.S. to anyone having an old instrument around, and said they would pick it up, within reasonable distance, that is.

Eagle, Colo., is where Ed Bowen, Starlight Drive-In, will spend three weeks hunting. . . . Mr. and Mrs. Audrey Cox, Lamesa, Tex., were in, and Mr. and Mrs. W. E. Cox and son, Audy, Seminole, Tex., spent several days in Dallas before leaving for Hot Springs, Ark. . . . Forrest Dunlap, Jr., was in from Abilene, Tex. He headquarters at the Leon Theatres office there.

Visitors included Al Mortensen, Southwestern Theatre Equipment's Houston, Tex., office; Roland Duus, Oaks Drive-In, Coleman, Tex., and Robert Davis, Sherman, Tex. President Walter Green and Bob Bostick, National Theatre Supply, were in from Memphis.

Jerry Silver, Uptown, Grand Prairie, Tex., and Ed V. Green, Texas Theatre Service, attended the National Allied meeting in Boston. . . . Ralph Drury was in from Tulsa, Okla.; Glenn White, White Express, came up from Houston, Tex.; W. C. Wylie, Wylie Peanut Company, and A. L. Lawson, Associated Popcorn, Houston, Tex., were in; Connie Riggs, manager, Variety Club, Tent 22, was in from Oklahoma City, and Sam Landrum, Jefferson Amusement Company, was in from Beaumont, Tex.

Ernest Herber, Herber Brothers, vacationed at Buddy Harris' place at Port Aransas, Tex. . . . The Variety Club's Jack Morris celebrated his birthday. . . . Allen Johnson, Allied Theatres of Michigan, Inc., and a national director, Allied States Association, was in from Grand Rapids, Mich. . . . Estes Burgamy

reopened his New Home, New Home, Tex. . . . Roy L. McGregor purchased the Sunset, San Antonio, Tex., from Robert Celaya. . . . Metro's Vernon Smith was in New York for executive training.

H. A. Daniels was in from Sequin, Tex.; E. O. Wilschke, operating manager, Altec, visited from New York, and Doyle Mount, exhibitor, was in from Floydada, Tex.

When fire broke out in the kitchen of the Town and Country Restaurant, it was rumored that the famous "Breakfast Club," composed of Film Row executives, was in a hot discussion. . . . Stout Jackson was in from Robstown, Tex.

Runne Barnes, accountant, Phil Isley Theatres, was in Lisbon Veterans Hospital for removal of shrapnel from a lung. After treatment, he is expected back at the office and is to undergo an operation later. An artist, Barnes planned to continue his painting in night classes and was asked to teach. Instead of painting, he is teaching it three times a week.

Louis Dreisback, head booker, U-I, motored with his family to Chicago for a vacation.

Bob Pfothenauer, Altec engineer, Oklahoma City, helped out in the area. . . . Mrs. T. W. Lewis, wife of buyer-booker "Ted" Lewis, underwent major surgery at Baylor Hospital. . . . Cotton Vogelpohl and Ed Williamson, Warners, spent several days in Oklahoma City. . . . Jack Zern is back at Altec after an operation.

Lyle S. White recently purchased the Texan, Mesquite, Tex., from A. B. Crites and Fred Hohenscheidt. White plans to install new equipment. . . . When SMU played Georgia Tech at Atlanta, Dallas fans included Mr. and Mrs. Jack Bryant, Bob Hartgrove, Mr. and Mrs.

the the **BETTER** the display the business

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Joe Love, Mr. and Mrs. Tobolowsky, and Mr. and Mrs. C. W. Weisenburg. They enjoyed the trip and visited the Variety Club.

T. P. Tidwell, formerly a 20th-Fox salesman, was happy to see the Film Row folks. Tidwell now is branch manager at Jacksonville, Fla.

The southwestern premiere of "The Robe" was held at the Palace after a limited screening earlier for Interstate employees and families. "The Robe" starts at 10:30 a.m. during the week, and the weekly Saturday matinee show "Stars of Tomorrow" has been moved to WRR, State Fair Park, during the engagement.

James F. Riggs' Lone Star Drive-In and Leon Theatres' Garland Road Drive-In were robbed. . . . Harold Brooks returned from Austin, Tex., after opening the new Longhorn Drive-In for Lynn Harrington.

PETTICOAT PRATTLE — Zelma Swadley, WB cashier, took her vacation to rest and watch the World Series. . . . Also at Warners, Dora Grace planned a California vacation trip. She is the shorts booker. . . . Rowley's Allene Baldwin has taken a leave of absence and will return to the purchasing department on Dec. 1. Dorothy Harrison, who formerly worked for the company, is taking over her duties as secretary to Ray Elkins. . . . Florence Bates, Interstate, spent her vacation at Corpus Christi, Tex. . . . Peggy Browning Moneyhun spent the weekend in Austin, Tex., where she and her husband attended the football game with friends. Mrs. Moneyhun is back at Metro. . . . Helen Cayton went to Lake Texoma on a fishing trip, and Leora Pringle spent a weekend in Bridgeport, Tex. Both are Metro girls. . . . Flo Gann, U-I, flew to New Orleans for a few days. . . . Jessie Smith, head, U-I contract department, broke her arm, and returned to work after a few day's recuperation. . . . Also on the injured list is NSS's Hazel Panciera, who caught her hand in the car door. . . . Novia Willmon, secretary to Jack Zern, Altec, resigned.

At the Variety Club, Tent 17, monthly meeting, Wallace Walthal was honored when General William McCraw presented the club with a portrait of Walthal. R. J. O'Donnell made the presentation of the gold lifetime membership card to Walthal. The late Mrs. Walthal had the portrait made of her husband.

Mr. and Mrs. Joseph V. Noble and daughter, JoAnne, vacationed in South Texas and Mexico accompanied by Mrs. Noble's parents, Mr. and Mrs. W. B. Ramsay, Marietta, Okla. Visitors for the Southern Methodist-Oklahoma University game were her brothers, Cecil and Ray. Noble manages the Big D Drive-In.

Denver

Paul Lyday, publicity department, Fox Intermountain, has been promoted to the managership of the Tabor, where he succeeds Ralph Batschelet. . . . William Steege, former Montana dis-

trict manager, Fox Intermountain, was in a serious condition at a Great Falls, Mont., hospital following a stroke and a brain hemorrhage. Steege was relieved of the district managership at his own request because of the traveling requirements of the job, and was later city manager at Great Falls.

Seen on Film Row were: Frank Aydelotte, Ft. Collins, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Carroll Wright, Rocky Ford, Colo.; Merl Gwinn, Benkelman, Neb.; George Kelloff, Aguilar, Colo.; William Ostenberg, Scottsbluff, Neb.; George and Harold McCormick, Canon City, Colo.; Russell Schulte, Casper, Wyo., and Lloyd Greve, Eagle, Colo.

The Variety Club Tent 37, is again getting active. It has resumed Monday noon luncheons, with a bus leaving Film Row at noon and returning at 1:15; the luncheons for the ladies every fourth Wednesday, the family dinners on Thursday, and screenings. The club is also planning big Halloween and Armistice Night parties.

Dave Warnock reopened the Lake, Johnstown, Colo. Formerly operating the house, he sold it to Merf Evans, who closed it when he left to become manager, Lakewood, Lakewood, Colo.

Des Moines

Leo Wolcott, Eldora, Ia., board chairman, Iowa-Nebraska Allied, reported that he has been using a wide-screen for three weeks with advanced prices and for the first time the theatre has been operating in the black. Wolcott replaced his 14-foot screen with a 24-foot curved screen, and raised prices from 45 to 50 cents for adults and children from 10 to 25, and had no kicks or loss of patronage as a result.

The Evansdale, Evansdale, Ia., a suburb of Waterloo, Ia., opened its doors giving the community its first theatre. David E. Oliphant is the owner of the 500-seat house. . . . Tri-States Theatre Corporation announced its Des Moines will show "The Robe" on Oct. 28 with a one-showing midwest premiere on that date and continuous performances to follow. The screen has been enlarged to 42 feet wide and 17 feet high.

The American Legion, Sioux Center, Ia., decided not to reopen the Legion. The house, operated by the Legion, was closed for the summer.

Charles Jones, Elma, Ia., exhibitor, and secretary, Allied of Iowa-Nebraska, reported the arrival of a fifth child, Lavonne.

Kansas City

A deal has been concluded with W. H. Gaffney, Dixie Enterprises, to sell "Martin Luther" in the Kansas City territory.

Francis W. Keilhack, sales manager, Drive-In Theatre Manufacturing Company, announced that the firm has obtained exclusive United States distribution rights to projection lenses made by Zeiss in Germany.

20th-Fox salesman George Regan has been in Providence Hospital, Kansas City, Kans., following his heart attack. . . . The Orpheum, Neosho, Mo., is being remodelled. . . . Gladys Melson, Ed Hartman Booking Agency, was back from her vacation. . . . Managing the Rialto, St. Joseph, Mo., is Bud Nelson, with Jack Horner going to the Kaw, Topeka, Kans. . . . The Gypsum is staying open. . . . Charles Palermo left 20th-Fox after 32 years of service.

Los Angeles

Mr. and Mrs. Saul Mahler, Vinnicof Theatre Circuit, were on a trip to New York. . . . Toby Duboff, Metro booker, resigned. . . . Gene Klein, U-I salesman, Denver, spent his vacation in Los Angeles. . . . Bess Emanuel, San Francisco theatre owner, was in. . . . Dick Barth, exchange operator, was recovering after a polio attack. . . . Ted Karatz, Minneapolis theatre operator, is now making home here. . . . Al Stetson, San Bernardino, Cal., was in booking. . . . Jim Toller turns back the Lyric, Monrovia, Cal., to Simon Lazerous. . . . Rotus and Rodda Harvey were visiting. . . . Joe Markowitz was up from Encinitas, Cal., doing some booking. . . . Selig Pitt, former Uclan manager, is now office manager for Mike Levinson's exchange. . . . Loyd Katz was in from Las Vegas, Nev.

Milwaukee

Ben Marcus, Marcus Theatres Circuit, held a managers meeting to discuss the fall drive. . . . Ray and Oliver Trampe, Allied Artists, held the annual picnic at their summer home of Phantom Lake.

The Wisconsin Allied exhibitors attending the Boston Allied convention were Ben Marcus, Sid Goldberg, Ed Johnson, Oliver Trampe, Harry Melcher, Lucille Fowler, John Adler, and L. V. Bergtold.

Joe Sebastian, salesman, Screen Guild, resigned. . . . The Variety Club, Tent 14, gave Marquette University Medical School \$5,000 as part of the club's grant of \$25,000 to support the Variety Club's Heart Center.

Bob Hutchins and Jack McWilliams, son of the pioneer exhibitor, J. D. McWilliams were in booking for the Portage drive-in, Portage, Wis.

Ralph Krause, is the new manager, Plaza. He was formerly manager, Zenith. He was replaced at the Zenith by Tommy Mack, who formerly managed the Tivoli.

Tom Cornell accepted a position with the Stanley Warner zone now managed by Al Kvoool, as district manager for Wisconsin and Illinois.

H. J. Fitzgerald, president, Fox-Wisconsin, will be the city director of "The March Of Dimes" campaign. . . . John Delorenzo, one of the pioneer projectionists and past commander, Milwaukee Coast Guards, is a delegate to the international convention at San Juan, Puerto Rico.

Two Winnebago County houses substituted other features for UA's "The Moon Is Blue" at the request of the local district attorney.

Minneapolis

Several changes in managerial positions in Twin Cities RKO theatres were announced by Harry Weiss, RKO Theatres district manager. Russell Stevens, manager, RKO Pan, Minneapolis, and his assistant, Howard Walsted, have been shifted to the RKO Orpheum, St. Paul, Minn., in the same capacities. Stevens replaces Norman Wrobel, resigned. James Heuser, former assistant, Orpheum, is now managing the Pan; Wayne Popham, former treasurer, has been promoted to assistant, Pan, and Leonard Wood, formerly at the RKO Iowa, Cedar Rapids, Ia., has been named new assistant, Orpheum, Minneapolis.

RCA stereoscope sound and Astrolite wide-screens have been installed in the Park, Hayward, Wis., and the Norwood, Phillips, Wis. Both houses are operated by Pete Donnellan. . . . Bill Mussman, Paramount sales manager, is recovering after being hospitalized with a heart condition. . . . Ivan Fuldauer, MGM midwest press representative, was in. . . . Two veterans organizations in a southern Minnesota city reportedly told the local theatre manager he had better not play a picture with Dick Haymes, and the booking was cancelled. The manager feared picketing by the two groups.

Irving Marks, Allied Artists branch manager, visited accounts in North Dakota. . . . Delores Johnson, clerk, 20th-Fox, left to be married. . . . Stan McCulloch, booker, RKO, vacationed in New York. . . . Theatre owners who attended the National Allied convention in Boston included Ben Berger, Ted Mann, and George Granstrom. Stanley D. Kane, executive counsel, North Central Allied, also attended. . . . Kathleen Beckman is the new RKO receptionist.

Recent out-of-town exhibitors on Film Row were Bruce Waters, Turtle Lake, Wis.; George Gould, Glencoe, Minn.; Al Smith, Winona and Rochester, Minn., and Robert Hood, Abbottsford, Wis. . . . M. A. Levy, 20th-Fox midwest district manager, was in Kansas City for the premiere of "The Robe." . . . Pat Fox is the new AA typist-contract clerk. . . . Ivan Fuldauer, MGM midwest press representative, was in. . . . Bill Mussman, Paramount sales manager, is recovering after being hospitalized with a heart condition.

Dolores Johnson, clerk, 20th-Fox, left to be married. . . . All drive-ins operated by Minnesota Entertainment Enterprises in the Twin Cities closed. . . . Equipment at the Twi-Lite Drive-In, Centerville, S. D., which closed early in July because of poor business, has been sold to Cecil Hammers and will be moved to Ray, N. D., for a drive-in now under construction. . . . James O'Neill, operator, Vita, Spearfish, S. D., for the past 40 years, sold the house to Bruce Miller. O'Neill and his son, Wallace, also operate the Hills Drive-In, Spearfish.

Stan Landa has been named manager, Home Circuit's Ely, Ely, Minn., succeeding Robert Salisbury. . . . Charles West, former manager, State, Virginia, Minn., MACO house, has taken over management of the Time, Hancock, Minn., from Jack West. . . . Burglars took \$30 in cash and some cigarettes in a break-in at the Reno, Appleton, Minn. . . . Ernie Lund, city salesman, Paramount, was number one salesman nationally in the company's 14-week "Adolph Zukor Golden Jubilee Drive."

Wilbur Addleman, film shipper out of Woonsocket, S. D., purchased the Crystal, Lake Crystal, Minn., and has reopened the house. . . . The Alvin, loop theatre operated as a burlesque house, will be converted into use as a religious tabernacle. . . . Steel rafters are being hoisted in place on the new theatre being constructed at Carson, N. D.

Oklahoma City

Miss Jeanne Camp, daughter of Mrs. Blanch Camp, Paramount, was married to Forest Dean Asher. . . . Jim Hudgens, office manager, Columbia, and wife, returned from a vacation in Florida. They had a nice visit with Ed Chumley, branch manager, Paramount, Jacksonville, who was formerly with Paramount here. . . . Sid Gibbs, salesman, Columbia, underwent major surgery. . . . Sam Brunk, salesman, Paramount, was vacationing. . . . Lola "Dink" Dyer is resigning from 20th-Fox as cashier to await a blessed event. Marchita Pickney is replacing. . . . Fern Marker, head booker, 20th-Fox, was vacationing. . . . After a six-month leave of absence, Joann Gats is back with 20th-Fox as a booker's clerk.

Al Kane, Paramount division manager, Dallas, was in.

Mala Powers stopped over enroute to Butte, Mont., where she appeared at the opening of the new Bow, owned and operated by Clarence Golder, who is also operating the Civic Center, Great Falls, Mont., and the Fergus, Lewistown, Mont. Arthur Jolley, booker-buyer, Golden Theatres, and Giff Davison, branch manager, RKO, flew to Butte for the opening.

In booking were: Henry Simpson, Princess-Walmur, Bristow, Okla.; Mrs. Opal Gray, Esquire, Chickasha, Okla.; Jess Jones, Ritz, Crescent, Okla.; Crawford Spearman, Broncho-Gem, Edmond, Okla.; Volney Hamm, Mount Scott Drive-In, Lawton, Okla.; H. T. Burns, Opera House, Apache, Okla.; Mrs. Truman Ellerd, Ritz, Blanchard, Okla.; J. Y. Greenwood, Greenwood, Boswell, Okla.; A. R. Walker, Crystal-Nusho, Broken Arrow, Okla.; M. T. Sands, Kiamichi, Clayton, Okla.; Eddie Holt, Wigwam-Holt, Coalgate, Okla.; R. M. Downing, Crown, Collinsville, Okla.; Mrs. Elizabeth Tucker, Cimarron, Guthrie, Okla.; G. E. Ortman, Ortman-Trail, Hennessey, Okla.; J. E. Jones, Sand Springs Drive-In, Tulsa, Okla.; L. E. Snyder, Apache Drive-In, Tulsa, Okla.; Miss Ruby Jones, Ritz, Shawnee, Okla.; D. V. Terry, Woodward-Terry, Woodward, Okla.; J. Rudolph Smith, Royal, Mount View, Okla.; Virby Conley,

Ellis, Perryton, Tex.; J. G. Hillirons, Alamo-Franroy, Snyder, Okla.; Mrs. C. W. Duncan, Avalon-Redskin, Wetumka, Okla.; L. E. Brewer, Royal-Folly, Pauls Valley, Okla.; Mrs. Avece Waldron, Waldron-Bluemoon, Lindsay, Okla., and W. T. Kerr, Platt, Sulphur, Okla.

Portland

With the advent of a second channel into the area, KOIN-TV scheduled for programs on Oct. 15, and with some 75,000 sets now in operation in the Portland area, managers were concerned. Ted R. Gamble is president of the new operation.

Marvin Fox, city manager, Hamrick Theatres, made a host of new friends when he opened the Roxy with free admissions to witness via television screen the World Series games.

St. Louis

In Staunton, Ill., funeral services were held for Elvin H. Wieck, 60, manager, Labor Temple, for the past 30 years. The services were attended by a number of film company representatives from the exchanges and also by theatre owners and managers.

In Columbia, Mo., Commonwealth Amusement Company added the Missouri to its theatres. It had been owned by the College Theatre Company, Inc., also owner, Hall, 1165 seats, and Varsity, 950 seats. The Varsity has been dark. Commonwealth has had the Boone, Uptown, and Broadway Drive-In.

The Community Chest, with the endorsement of Tom Bloomer, regional MPTO president, appealed to the theatre owners to cooperate in this year's fund-raising drive by booking trailers.

Edward B. Arthur, general manager, Fanchon and Marco-St. Louis Amusement Company circuit, is chairman, theatres and industries division, Citizens' Committee for the \$1,500,000 Plaza bond issue.

"Martin Luther," was previewed at the Esquire for 2,000 religious and educational leaders of all faiths in the St. Louis area. It is tentatively scheduled to open at the Ambassador on Oct. 30.

Members of the Variety Club report interest in the Club's Harvest Moon Festival for the benefit of the St. Louis-St. Louis County Day Nursery Care Building Fund on Nov. 14.

Salt Lake City

At the Utah, Ray-Mond presented his "fright frolic" stage "Voodoo Show." The screen attraction was "House Of Horrors." . . . The Redwood Drive-In, Consolidated theatre, was the victim of thieves when an attempt was made to open a safe, and the ticket office was burned to the ground. Damage to the ticket office was estimated at \$2,200 and loss of contents at \$300. Attempts also were made the same night to enter the Auditorium, also a Consolidated house, and the Woodland Drive-In, operated by Dan Woodland. No losses were reported. Thieves proved to be members of a teenage gang. . . . The Richy, operated by

Alvie Peterson, held two performances of "Great Adventure Behind The Iron Curtain." Funds raised were used to plant a Swedish area in the International Peace Garden at Jordan Park. . . . Frank Larson, Jr., 20th-Fox, and Harry Swanson, Paramount, were delegates to the Colosseum meeting in New Orleans. . . . Horace Hayes, manager, Liberty, Tremonton, Utah, left with his family for a vacation in England, the native homeland. . . . Cold evenings are closing the drive-ins. Closed are the Starlite, Bozeman, Mont.; Sunset, Pocatello, Idaho; Motor Vu, Evanston, Wyo., and Grand Vu, Twin Falls, Idaho. . . . Mardella Warner is the new billing clerk at United Artists. . . . The Colony held over "Ecstasy."

The premiere showing of "The Robe" at the Lyric and Villa was well received. The Cinegrill has taken on a new look. Manager Ed Allen remodeled the lounge, adding a barbecue and delicatessen to accommodate day and night patrons.

Exhibitors in were: Ed Pegram, Bozeman, Mont.; Hilmer George, Royal, Rigby, Idaho; F. T. Morgan, Rocky Mountain Amusement, Livingston, Mont., and Stanley Dewsnup, Crest, Delta, Utah.

The annual fall Variety Club golf tournament was held at Forest Dale Golf Club under the chairmanship of Chet Price, manager, Centre. Winners were: first, Dick McGillis; second, Ed Terhune; tying for third, Russ Dauterman, Sid Marks, and Al Thomas, and tying for fourth, Bus Campbell and Chick Lloyd. . . . The Main, Garland, Utah, operated by Otto Jorgensen, remodeled the snack bar, installing a new Manley Aristocrat popper and new Manley Ice-O-Bar. . . . Merv Reber remodeled the Dixie, St. George, Utah, also installing new popcorn and Ice-O-Bar machines. . . . Mrs. Madge Morris, booker, Associated, is sporting a blue ribbon first prize received by her puppy terrier at the Utah State Dog Show. . . . Harry Swanson was the winner of the television set awarded at the conclusion of the World's Series.

San Antonio

Interstate Circuit announced a revision downwards for "The Robe," Majestic. Instead of \$1.80, the top is \$1.50 evenings and all day Saturday and Sunday. Week-day matinees, until 5 p.m., is \$1.25 and, for children, it is 60 cents. . . . Henry Krumm Enterprises opened an exchange to handle Spanish language films.

Employees of Spanish language film exchanges were given the afternoon off on Mexican Independence Day. . . . A special tropical front was erected by Henry Bergman, manager, Empire, for "Mighty Joe Young."

Among the out-of-town exhibitors in were: Benito Silvas, Teatro Mexico, Carrizo Springs, Tex.; Mr. and Mrs. Mateo Vela, Iris, Alice, Tex.; Jose Ruiz, Aztec, Lockhart, Tex., and Joe Suarez, Midland, Tex. . . . Bob Yancey, former owner, South San, has been named manager, Rice Drive-In, El Campo, Tex., owned and operated by the Rubin Frels

Circuit. Yancey was manager, Floyd, El Campo, Tex.

Walter Tinney, projectionist, Texas, and head, Local 407, was back following a vacation trip. . . . Humberto Gonzales, Rex, Zapata, Tex., announced plans for the construction of a drive-in at Zapata.

The National, Asherton, Tex., owned by Joe Garcia, was burned. . . . The Ritz, Corpus Christi, Tex., has been reopened. . . . Mr. and Mrs. Percy Bond, Lorex, Loraine, Tex., are constructing a drive-in to be named the Dona-Lin. It has a capacity of 300 cars. The name was selected in honor of their two grandchildren, Donna Jan and Ray Lynn.

T. L. Ritchie, Mountaineer Drive-In, Mineral Wells, Tex., announced that the drive-in is being temporarily closed for repairs. . . . T. J. Cheney, manager, Trail Drive-In, Houston, Tex., was aided by the Cub Scouts in collections to aid the Ganzales Warm Springs Foundation. . . . Johnny Smith, manager, River Oaks, Houston, Tex., said that "Lili," in its 12th week, has been seen by more than 70,000 persons. The River Oaks accommodates 950 persons. It opened on July 7, and has played there since.

The Texan, Houston, Tex., in operation for some 28 years, has been closed by the Horwitz Theaters Circuit. On the closing day, Fred Cannata, general manager, played host to the theater goers in a farewell party in which no admission was charged. They were served drinks and cake, and received special presents.

George Watson, city manager, Interstate Theater Circuit, was selected as a member of the Grand Jury in October.

Mrs. Katheryn Verser has been named manager, Queen, McAllen, Tex. She replaces Chester Medley, resigned. Mrs. Verser's husband, Jack, is manager, Lew Bray Theatres, Weslaco, Tex. She was formerly with the Interstate Circuit. . . . The Texas has been opened at Haskell, Tex. Burnice Haley is manager. . . . Video Independent Theatres will place into operation a new drive-in under construction at Midland, Tex. J. Howard Hodge is a partner.

More than 600 route carriers of the Houston, Tex., Chronicle had a special theatre party at Loew's State, co-sponsored by Homer McCallon, manager. A similar party was held for 350 Negro carrier boys at the Park. . . . Mrs. W. T. Howze, owner, Rialto, Brownfield, Tex., announced the completion of a \$24,000 face-lifting project.

Jimmy Neinast, city manager, Denison, Tex., Interstate Theatre Circuit, announced the promotion of Miss Johnny Anderson to general treasurer, Interstate Theatres, Denton, Tex. . . . Tom Jackson, manager, Rogue, Eden, Tex., announced that the theatre will be closed while remodeling is being done. . . . Jeff T. Hardin, manager, Rose and Wallace, Levelland, Tex., announced that the Rose was completely redecorated.

Delmar Aday, manager, Ritz, Midland, Tex., installed a new screen. . . . Bobbye

Meridith has been named new secretary in the city office of the Interstate Circuit, Austin, Tex. . . . Sympathy is being extended to William E. Hellums, city manager, Interstate Circuit, Austin, Tex., on the loss of his mother. . . . "Moon on the Land," sponsored by the Oil Industry Information Committee, was shown at the Navaway, Boulevard, Dowling, and Clinton, Houston, Tex.

Work has been started on the Dixie, Athens, Tex., badly damaged in a fire. . . . The Longhorn Drive-In has been opened at Austin, Tex., by Lin Harrington.

San Francisco

Blumenfeld Theatres' Esquire, Stockton, Cal., has been equipped with a wide-screen and Ashcraft super-power high intensity lamps. . . . Pete Vigna will return to the booking department of Fox West Coast Theatres, replacing Robert Weeks, who returns to his former job in the booking department of National Theatres, Los Angeles. Arthur Kloth, manager, Parkway, Oakland, Cal., will return to the Parkside, replacing Vigna. Jack Lucy, manager, Grand Lake, Oakland, Cal., temporarily manages the Parkway also. . . . Blumenfeld Theatres closed the Sierra, Stockton, Cal., and Westland Theatres closed the Rio, Vallejo, Cal. . . . Stanton Sobel, a member of the Variety Club, won the lowest score at the Variety Club golf tournament. Dick Colbert, sales manager, was low man based on handicap with a score of 56.

Edward Penn, IFE salesman, resigned to sell an advertising gimmick to rural theatres. Harry Weaverling, former salesman with 20th-Fox and more recently a theatre operator, replaced Penn with IFE. . . . Robert Kronenberg, Manhattan, was in from Los Angeles. . . . John Parsons, district manager, Telenews, completed an ambitious assignment of news reporting. In a day-and-a-half, he covered the Chester murder case. This reporting broke the record for speed over the country in the Telenews theatres. . . . Cynthia Bell, of the Bell Sisters, was in for radio, TV, and press interviews on "Those Redheads From Seattle," Paramount.

The "Family Night" policy of Golden State Theatres admitting any family of any size to the Granada, Amazon, and Serra on Tuesday nights for \$1, is working out satisfactorily. Attendance is building and the confection business is pick up from 15 to 20 per cent.

Seattle

Jack J. Engerman, Northwest, announced that he will soon have for domestic release "We Want A Child." . . . Chester Weaver, booker, Onalaska, had a heart attack. . . . Jack Burk, 20th-Fox branch manager, flew to New York to attend a meeting. . . . Corbin Ball, Ephrata, Wash., was on The Row.

Several drive-ins closed for the season. . . . Harry Plunkett, National Theatre Supply, was in Portland installing CinemaScope equipment, stereophonic sound, and XL reproducers in the Orpheum for "The Robe."

NEWS OF THE

Territory

BRANCHES

Cincinnati

Rube Shor, board chairman, West Virginia Allied, and a National Allied director, attended the Allied board meeting and convention in Boston. . . . On business trips were R. A. Guettler, district manager, Manley, Inc., to Kansas City; Jack Kaufman, sales manager, 20th-Fox, to Columbus, O., and Allan S. Moritz, exhibitor, to Louisville, Ky.

All downtown RKO houses except the New Lyric, start their daily runs at 11 a.m., one hour later than formerly. The suburban RKO Paramount holds to the old schedule.

Seen on Film Row were exhibitors Charles Scott, Vevay, Ind.; Joseph Damon, Osgood, Ind.; John R. Poe, Aberdeen, O.; Harley E. Bennett, Circleville, O.; Mr. and Mrs. Paul Orebaugh, New Vienna, O.; George Turlukis, Hamilton, O.; Dick Meyers, Chillicothe, O.; Fred Krimm, Roy Wells, Lloyd Hilderbrandt, and John Gregory, Dayton, O.; Louis Velas, Cambridge, O.; Chris Velas, Portsmouth, O.; Frank Nolan, Athens, O.; James Denton, Owingsville, Ky.; Raymond Young, South Shore, Ky.; Frank Mandros, Cabin Creek, W. Va., and Fred Helwig and Harold Moore, Charleston, W. Va.

New faces on Film Row include Alma Anderson, secretary to Stanley Jacques, RKO branch manager; Mary Edwards, MGM contract clerk, and Lillian Wellington, Columbia billing clerk.

Mary Callahan, Republic cashier, was married to George Munz, and Harriet Fogarty, National Screen Service contract clerk, was married to Dale Dellwater, both on Oct. 3. . . . Gus Boudot, UA office manager, is the proud grandfather of a baby girl, and Bob LaSance, 20th-Fox booker, is the happy father of a baby boy, both born on Sept. 27.

Sympathy was extended to Bob Camery, MGM booker, on the death of his mother. . . . Leavitt Bugie, for many years on Film Row, visited old friends. . . . Clara Duecker, Associated Theatres secretary, is convalescing from surgery at Christ Hospital.

Recent vacationers were Ruth Wagner, National Theatre Supply secretary, and Betty Thorn, Realart secretary. . . . Marie Donelson, Screen Classics, spent a weekend in Knoxville, Tenn.

Nicole Maurey charmed the press boys with her accent while here to promote Paramount's "Little Boy Lost," Palace. . . . The Nordland, suburban Corryville, reopened for the winter on a double-bill basis.

Cleveland

"Sabre Jet" will receive a saturation sendoff with 13 Ohio openings scheduled from Oct. 23 through Oct. 28.

Big doings accompanied the pre-release premiere of "The Robe" at the Hippodrome. The original two performances for this event were extended to three performances. Hippodrome manager Jack Silverthorne invited city and civic leaders to the premiere which was given the Hollywood treatment, with Kleig lights, audience interviews over radio, etc.

Carl Reardon arrived to be installed as U-I branch manager. He succeeds Edward Heiber, promoted to manage the Philadelphia branch. . . . Arthur Luthi, Jr., son of Arthur Luthi, Luthi Sign and Display Studios, returned to Oxford University, England, to complete his studies. . . . The Haltnorth, Washington Circuit, installed 3-D.

Frank Slavik, who owns the Mumac, Middlefield; Palace Tiltonsville; Diana, Rittman; Belvedere Drive-In, Painesville, and Shane's Drive-In, Andover, all in Ohio, has appointed Mrs. Marguerite Borisic manager, Rittman, to experiment with his idea that an inexperienced well known and well liked local resident can bring to the theatre more goodwill than an experienced stranger can bring. Mrs. Borisic, mother of six daughters, is reversing the usual order of things by learning the business from the top down. . . . When the Quilna, Lima, O., played "From Here To Eternity" for nine days, manager Lockwood Jennings helped the engagement by his tieup with an electric appliance store.

Abraham E. Gordon, one of the executives of the Ohio Drive-In Theatre Management Company, which owns and operates outdoor theatres in Ohio, Michigan, and Pennsylvania, died. He had been ill several months. Surviving are his wife, one daughter, three sons, and a brother, who also is with the drive-in circuit.

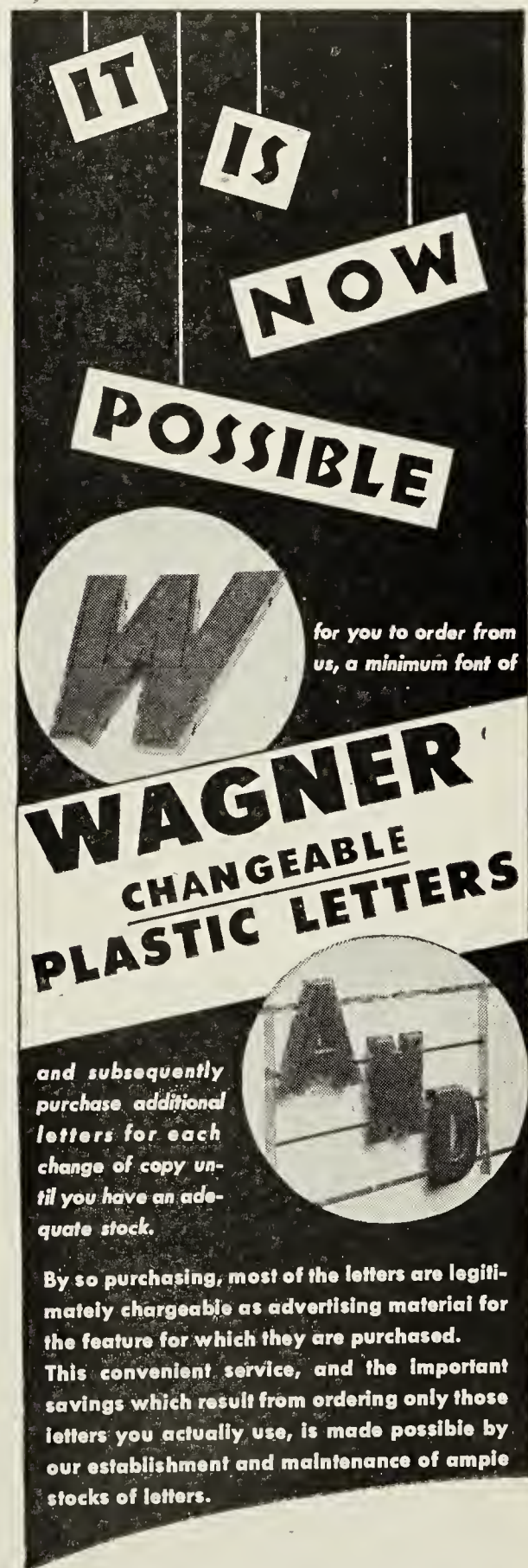
Otto Braeunig, RKO office manager, is back from a vacation. . . . The bookers and cashiers clambake at Schluter's Tavern was reportedly a success.

The family of Olen Martin, Tri-City Drive-In, Bucyrus, O., was increased to three with the arrival of a daughter in Bucyrus City Hospital. The young lady's premiere was announced by the parents via an elaborate program with full credits to producer (Mrs. Martin), co-producer (Olen Martin), and director and technical advisor (Dr. John Kiess). She has been named Michele Len.

William Stahl, National Theatre Supply salesman for the past two years, has taken a leave of absence and has returned to the west coast at the suggestion of doctors for the health of his daughter. Formerly with NTS in Los Angeles, Stahl is headed for Seattle, the former home of Mrs. Stahl. Back at National Theatre Supply to take over for Stahl is Miles Mutchler, who left the theatre supply business to become an instructor at Ohio University, Athens, O.

Leo Jones, Upper Sandusky, O., was in New York for the World Series as a prelude to attending the National Allied convention in Boston. . . . Joe Robins and his son-in-law, Leon Enker, Warren, O., were also World Series patrons. . . . Large screens have been installed in the Valentine, Defiance, O.; Rex, Ottawa, O.; Rockford, Rockford, O., and Carma, Bluffton, O., by National Theatre Supply. . . . George Planck, Ohio, Loudenville, O., was a visitor.

Ted Barker, Loew's Theatres publicity director, issued 50,000 special discount tickets to all of the Protestant churches, good during the engagement of "Martin Luther" at Loew's Ohio.



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442 N. Illinois St., Indianapolis 4, Ind.
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209 S. Third St., Louisville, Ky.

Herbert Ochs, head, Ochs Drive-In Management Company, and Mrs. Ochs laid plans to leave on Oct. 30 to spend the winter in Florida.

Moe Dudelson, with United Artists for 32 years, many of them as district manager, opened an office in the Fox building, Detroit, to handle sale of motion pictures to TV stations in Michigan. . . . Domenic Belloni, owner, Brewster, Brewster, O., is putting the finishing touches to the new home he is building. . . . Lester Dowdell, Warner booker, on the sick list the past three months, is coming along fine.

Edward Keller, Cleveland Heights, died at Mount Sinai Hospital after a long illness. Previously associated with the Ohio Amusement Company, he was in the wholesale jewelry business at the time of his death.

Detroit

A son, Randal John, was born to the wife of Jack Hebert, Paramount booker. . . . Al Ackerman, owner, East Side, was injured when struck by an automobile.

"The Robe" premiere hit Detroit with full force. Heralded as the first society event of the year, it was fully covered by the three dailies and TV. The Times devoted its full society page to the event. Main floor seats went for \$2.50 reserved, with the balcony at \$1.80.

"This Is Cinerama" again made the news with the 400,000th customer attending in the 27th week. . . . The Catholic War Veterans organization commended Inspector Herbert Case, head, police censorship bureau, on his fine handling of films.

The Carlton, A and W, is going art and foreign, according to reports by manager Art Weisberg. . . . Art Trombly, Columbia booker, and his wife, Margaret, MGM sales manager Lou Marks' secretary, left for Des Moines to join her father in business. Her father is Clark Baker, former Columbia office manager.

David Idzal welcomed Jean Kennedy to his publicity staff at the Fox. She moved from United Artists. . . . Mark Parsons, Broadway Capitol manager, is recovering from a cataract removal. . . . Elgin Mason, former local manager, visited. He's located in Los Angeles. . . . Joe Louis, scheduled here for the opening of "The Joe Louis Story," arrived early to visit his seriously ill mother, Mrs. Lillie Barrow Brooks. Publicist Howard Pearl has a print to show his mother as soon as she has recovered enough. Plans for the premiere include personal appearances at Olympia fights, radio, TV, and department stores.

Ann Rogell and Forrest Thrasher were married on Sept. 19. She's with General Theatre Service, and he's house manager, Adams. . . . Sy Schechter, Alhambra manager, was in Grace Hospital for a checkup. . . . The United Artists installed a CinemaScope screen.

. . . New operator of the Odessa Lake is Mrs. Nancy Smith.

Part of "Johnny Dark" is being filmed at the Packard proving ground with Tony Curtis at the wheel. . . . Trouble shooting in town was Lloyd Turei, Van Houdt supervisor. . . . The man taking charge of the State Fair Colosseum front gate was vacationing Carl Buermele, General Theatre Service. Also at the Fair was a temporary office housing Frank Kinsora, Local 199 prexy.

Indianapolis

Salesmen, branch managers, and exhibitors attended a meeting at the Indianapolis Athletic Club to give the Will Rogers "Christmas Salute" drive a grand sendoff. Manager Claude McKean, Warners, is distributor chairman. Trueman Rembusch, president, Allied Theatre Owners, Inc., of Indiana, was one of the speakers, and Marc Wolf, Y. and W. Circuit, and Sam Switow, Switow Circuit, took part in the program.

"So Big" will be given midwestern premiere showings during the Indiana Teachers' Convention at the Circle and the Palace, Fort Wayne, Ind. The picture has been set in Indianapolis and Fort Wayne for Oct. 21 openings, and the convention is to be held on Oct. 22 and 23.

E. F. Spiers, Allied Artists manager, attended the sales convention in Chicago. The company's product and policy was also discussed.

Dana Whitehead succeeded Ann Brock as secretary, Allied Artists. Miss Brock is to marry and live in Toledo, O. . . . Clark Williamson and James Swafford acquired the Union, Liberty, Ind. Williamson and Swafford have been connected with the theatre for several years. Donald French and wife operated the theatre previously. . . . The Sun-Down Drive-In, Elliottsville, Ind., has been named a defendant in a suit asking \$20,000. It was filed by Frand and Robert Lee Gibson, who live opposite the theatre on 46 Highway.

"A Queen Is Crowned" is to be shown to all Nuns of the Roman Catholic Diocese, and "Call Me Madam" was shown in the auditorium of The Veterans Hospital by projectionist Harold Braun.

Pittsburgh

Betty Asher departed from her Metro publicity job on the coast, and moved here. One of her first accounts is the Vogue Terrace nitery. . . . Joe Hahn, 74; retired after serving 11 years at Loew's Penn. He is being replaced by Joe Wolfe.

Dolores Hepp resigned from the Stanley after five years service in order to join the Bell Telephone Company. . . . Mrs. Sid Jacobs is recovering from a broken wrist suffered in a household fall. She is the wife of the SW Theatres executive.

Phil Katz, Stanley Warner publicist, helped his son celebrate his 10th birth-

day. Active in kds' affairs since he staged shows at the Enright, Katz will m.c. a banquet for the Little Leaguers of the North Side. . . . "Torch Song" had a sneak preview at the Penn. . . . "Raiders Of The Seven Seas" receives its first-run as part of the benefit show for the slain David Jenkins at the Kenyon. Bennett Amdur, Morris Finkel, and AMPTO have been generous contributors to the Jenkins cause.

Harold Stassen, Mutual Security Administrator, will be the main speaker at the annual Variety Club banquet on Nov. 22 at the William Penn Hotel. The banquet committee is setting up a much shorter program than in past years.

Arthur Manson left Toronto, Canada, and his job of MGM's Canadian drum beater to assume his new duties as publicity director for Cinerama, which opens at the Warner in December. Mrs. Manson is the former Florence Sando of this city. . . . Ray Allison, Rivoli, Altoona, Pa., suffered a heart attack, but is reported resting well.

The many friends of Joe Golden, Allied Artists Mainline salesman, sent their best to him at Montefiore Hospital, where he is recovering from a heart attack. . . . Ike Sweeney, popular Republic branch manager, suffered a heart attack.

Drive-in operators report "Shane" to have been the outstanding outdoor picture of the season. Several of the area drive-ins have cut down to weekends only, and several of the more northern open-airers closed completely.

C. S. Brown is renting his Temple, Kane, Pa., to the local fire department for a one-day show in November.

Joe Shapins, Mount Union, Pa., exhibitor, is touring the southwest. Joe and Morris Markley, State, New Castle, Pa.; John Nagy, Liberty, Rural Valley, Pa.; Mrs. Alvin Seiler, Vox, Ligonier, Pa.; "Dolly" Baker, Brownsville, Pa., and John Amoroso, Baden, Pa., were among the visiting exhibitors. . . . Phil Issacs, Paramount branch manager, Washington, visited the branch in his capacity of mideastern drive captain.

The SW Manos, Greensburg, Pa., has a new Ford sitting in the lobby which some patron will get. . . . In order to install Cinerama, the Warner capacity will be reduced from approximately 2,000 seats to 1,200. . . . Moe Silver visited Philadelphia for the opening of Cinerama at the Boyd.

The crew hosted the Variety Club "Family Night."

John Harris will accept the annual Poverello Medal on behalf of Variety Clubs International. This is the highest award bestowed by the College of Steubenville for non-academic achievement, and is given "for assistance and contributions to civic and charitable movements and for countless humanitarian activities designed to alleviate the misfortunes that befall the under-privileged child."

NEWS OF THE

Territory

Boston
Crosstown

Allied Artists staged the New England premiere of "Mr. Potts Goes To Moscow" at the Copley, while Harry Goldstein, Allied Artists eastern publicity manager, arrived from his New York office to supervise the final phases of the publicity and exploitation campaign.

The Felsway, Medford, Mass., will reopen its doors on Oct. 18 when Raphael Sandlow, former manager for several circuits, takes over. He has assumed the lease held by Nate Hochberg. The theatre has been closed since June, and Sandlow is planning a policy of no matinees, except Saturdays and Sundays, and single shows at night starting at 7:30. Sundays will be continuous.

A new 1,000-car drive-in is under construction in Burlington, Mass., at the junction of Routes 3 and 128. The clearing of the land is under way with William Black the contractor-builder. The permit to build has been granted to Bob Waldman, an associate with Al Lourie in the Adams, Dorchester, Mass., who will operate. He has decided to call the theatre the 128 Drive-In when it opens in the spring. The project is expected to cost in the neighborhood of \$250,000.

George S. Ryan, well-known anti-trust attorney and counsellor-at-law, has moved to new office quarters in the Old State building, 209 Washington Street, retaining his same telephone number, Capitol 7-9115.

Ground will be broken soon for the first of four buildings that eventually will house most of the operations of the Polaroid Company. The firm announced that the construction contract has been let for a one-story building on Route 128 near Route 117. The firm's photographic paper for use in the self-developing Land Camera will be processed in this new structure. The building program also calls for construction of a five-story film assembly unit and two three-story buildings for the firm's optical, research, and administration operations.

The world's oldest exhibitor, Abraham Spitz, Providence, R. I., suffered a stroke and was in St. Joseph's Hospital. Until he was stricken, he went to his office every single day. Some weeks ago, he was honored by a 100th birthday celebration in Providence sponsored by the Variety Club of New England.

As a result of Columbia's "From Here To Eternity," Loew's Orpheum, the bookstores sold out one printing of the paper-bound novel of 10,000 copies in the first three days that the picture played here. Another shipment was

Levin Feted
by Boston Trade

BOSTON — The Hotel Bradford was the scene of one of the most sincere and warm testimonial luncheons ever extended to a salesman when Nathan Levin, former city salesman for Allied Artists, was honored for his promotion to branch manager in the Detroit exchange.

The affair was also in the form of a farewell luncheon, as he left to assume his new duties.

The Variety Club of New England sponsored the luncheon, with Walter Brown, Chief Barker, on the dais. Other head table guests were Benn Rosenwald, MGM resident manager, toast master; Ben Abrams; Myer Feltman; Herman Rifkin; Maurice Wolf; E. M. Loew; Harry Goldstein, and Ed Morey, Allied Artists New York office.

Rosenwald, first time as an emcee, made an unusual impression on the audience with his natural wit, even though he announced that he was "scared to death." Later, when Wolf took over the microphone, he commended Rosenwald's style, and stated that he was automatically a member of the exclusive "toast-master" group of Boston.

Goldstein, RKO salesman and a long time friend of Levin, presented him with a combination brown leather traveling bag and filing case as a gift from the Motion Picture Salesmen's Club, of which Levin is a past president. Morey spoke glowingly of the honored guest,

ordered with 50,000 copies of the 75 cent version of the book expected to be sold before the picture leaves the area.

David Berger, assistant to Karl Fasick, Loew's Theatres' publicist, resigned to return to Boston University to continue his studies.

J. Fleishman, managing director, Ganzohar Cinema of Israel, was looking over the equipment houses with an eye to buying for his theatres in Israel.

Mrs. Norman Glassman, wife of the general chairman, Allied convention, was unable to take in any of the festivities as she was laid up in Lowell, Mass., General Hospital with a bad strep infection.

With officials of Cinerama about to sign a long term lease on the Keith Boston with the RKO Theatres Corporation, it now looks as if "This Is Cinerama" will be an eventuality by Dec. 1. The 3,000-seat Keith Boston was originally built as a vaudeville theatre. To be converted into the proper size for Cinerama, however, the theatre will have to lose about half of the seats, one-quarter in the orchestra and one-quarter in the balcony.

The Copley reopened with a policy of prize-winning features and short subjects from the leading European film festivals. Cyrus Harvey, Jr., and Bryant Halliday have taken a long term lease on the theatre from the Shubert in-

assuring that "Detroit will accept him in the same manner that New England has." He congratulated Rifkin for his contributions to Allied Artists, especially for giving Levin the opportunity to advance up the company's ladder.

Brown presented Levin with an electric grill as a farewell gift from the Variety Club and from the group. When Levin took over the mike, he was genuinely touched. He thanked the members of the Variety Club, the Motion Picture Salesmen's Club, AA district manager Abrams, Morey, and Goldstein and Rifkin.

Other gifts were an onyx double-deck pen set properly inscribed, from the Monogram-Allied Artists Club; a solid gold set of cuff links suitably initialed from Herman Rifkin, and a sterling silver envelope opener inscribed from district manager Ben Abrams.

Rosenwald made an announcement which brought on a spontaneous round of applause when he said that Jerry Callahan, former Massachusetts and Rhode Island salesman, had been selected to replace Levin as city salesman. Callahan started his career with First National and then served as salesman with MGM, WB, and U-I before transferring to Monogram in 1939.

At one time, he had served as branch manager in Omaha, and sold film in Philadelphia. Born in Boston, he now lives in Weymouth, Mass., with his wife and two children, 11 and 7. With the announcement of Callahan's promotion came the further announcement that Frank Hyland has been moved up to include Callahan's area along with his own upper New England territory.

terests, and will offer high standard films. These are the enterprising young men who, eight months ago, remodeled the Brattle, Cambridge, Mass., playing foreign language and interesting issues to a marked success. Harvey and Haliday will actively manage the Copley venture. The opening week's program consisted of the New England premiere of "Mr. Potts Goes To Moscow" with the first local showing of "The Tell Tale Heart," which was recently the subject of featured articles in several national magazines. The Copley seats 1,300, and was completely remodeled in 1950.

20th-Fox's "The Robe" in Cinema-Scope bowed in at RKO's Memorial before a distinguished audience. Spyros P. Skouras, president, 20th-Fox; Sol A. Schwartz, president, RKO Theatres, and 20th Century-Fox vice-president Charles Einfeld hosted the gala event to which Governor Christian A. Herter and Mayor John B. Hynes headed a delegation of state and city officials, including the lieutenant governor, Secretary of State, and the State Secretary of the Treasury. Jordan-Marsh arranged striking window and in-store displays while Bonwit Teller, Best and Company, and other leading shops, including book, jewelry, music stores, and travel agencies, had window and counter space. In cooperation with the Houghton-Mifflin Publishing Company, hundreds of window cards and thousands of book marks were distributed to book and department stores and the main Boston

library and suburban branches. A sound truck beamed word of the arrival. Spot trailers cross-plugging the opening were used in theatres throughout the city and neighboring Lowell, Mass.

Deletions announced by the Bureau of Sunday Censorship included the following: "A Lion Is In The Streets," parts 1 to 10, (Deletions; Dialogue, "I been your wife ever since I knowed what the word meant.", in part 4.) Warners; "99 River Street," parts 1 to 9, (Deletions; Dialogue, "So it ends up I'm married to a tramp.", in part 3. Cut to flash, scene showing Linda shaking her buttocks close to Victor, in part 8.) United Artists.

Film District

John McGrail, U-I publicist, who is in Carney Hospital following an operation for ulcers, is reportedly "coming along fine." In the meantime, his desk is being occupied by Tom Dowd, former manager, Beacon Hill, who stepped in to handle the campaigns in Boston and Providence, R. I., on U-I's "The All American." He arranged for the personal appearances of Myrna Hansen, "Miss United States," who spent two days for radio, TV, and press interviews, and had a press luncheon at the Sheraton-Plaza Hotel. The floral display at the head table was sent to Carney Hospital immediately following the luncheon for McGrail to enjoy. When Miss Hansen arrived, she was accompanied by U-I's Hilda Brennan, the same Hilda Brennan who at one time operated the State, Dover, N. H., and the Scenic, Pittsfield, N. H.

New Haven Crosstown

Morris Rosenthal, manager, and Charles Gaudino, assistant, Loew's Poli, had an ambitious campaign for "Mogambo." . . . The Post Drive-In is now on an end-of-the-week schedule. The Bowl Drive-In and New Haven Drive-In are maintaining a full week schedule. . . . Irving Hillman, Roger Sherman, featured Herman Hickman, former Yale coach, as a publicity angle for "The All American." . . . Truman W. Ferguson changed his automotive sales position recently, but is still with the Whitney as manager. . . . Dot Carbone, Paramount, returned after an eight-week tour of Italy. . . . Jim Darby, Paramount manager, and assistant Walt Wilson arranged mass angles for "Little Boy Lost." . . . H. Cohn, Dixwell, was busy on children's shows.

Meadow Street

George Somma, acting Republic branch manager, has been appointed chairman in the territory for the Will Rogers Memorial Hospital Drive, and planned to call a meeting. . . . Ralph Pasho, Salem, Naugatuck, has a new wide screen. . . . Earl Wright, Columbia salesman, attended the Colosseum meeting in New Orleans. . . . Walt Silverman, Columbia branch manager, was ill. . . . The East Windsor Drive-In is now operating on an end-of-the-week basis. . . . The Win, Waterbury, is getting a painting job and reseating and

may reopen in about a month. . . . 20th-Fox branch manager Ben Simon was in New York.

"Roman Holiday" had a full page of co-op. ads in The Manchester Herald for the State, Manchester. . . . John Sirica, son of John "Chuck" Sirica, Lido, Waterbury, who suffered a broken ankle during a scrimmage with the Cheshire Academy junior varsity football team, was home from St. Mary's Hospital. . . . The Webster, Hartford, has a new wide-screen. . . . The Eastwood, East Hartford, has a wide-screen. . . . The Middlesex, Middletown, is open every Wednesday, Thursday, Friday, and Saturday while the Capitol is open every Sunday, Monday, and Tuesday. . . . Sam Wasserman, acting Chief Barker, Variety Club, Tent 31, has taken a long term lease on the Court Square, Springfield, Mass., from the Gilmore Associates. He'll stage plays, musicals, concerts, and film. . . . Alexander Leeds was on the stage in person at the Strand, New Britain; Cameo, Bristol, and Garde, New London, in conjunction with "Because Of Eve."

Circuits

Loew Poli

All Poli managers were working on big campaigns for "Mogambo." . . . Floyd Fitzsimmons, MGM publicist, was in assisting with "Mogambo." . . . Norman E. Soules, projectionist, Poli, Norwich, received a news story regarding his being in a newsreel of the Will Rogers Memorial Hospital on the occasion of the dedication of IATSE room in the memory of Thomas J. Shea.

Variety Club Tent 31, New Haven

Preparations were being made for the annual election of officers. . . . A final report of the boxing show was made and other Heart Fund matters discussed. The Israel "Hymie" Levine 75th birthday party at the Waverly Inn, Cheshire, sponsored by the tent, had several hundred reservations.

Connecticut Hartford

Ray McNamara, Allyn, sneak previewed "Little Boy Lost," with special letters to a mailing list of 200 top personalities, including political leaders, etc.

Fred R. Greenway, Loew-Poli Palace manager, lined up a variety revue for Bushnell Memorial in conjunction with Fire Prevention Week. . . . Wealthy Ireland, Princess, is back from a vacation. . . . Raymond M. Joyce, formerly owner, Eno Memorial, Simsbury, purchased the Moody School of Commerce, New Britain.

Plainville

LeWitt interests, operating in both New Britain and Plainville, put in wide-screen at the Plainville Strand and resumed daily performances. A new first-run policy announced by Brooks LeWitt means that the local Strand will now show product in advance of Bristol, Southington, and Plainville.

Wethersfield

Opening school season Saturday matinee programs, Bill Daugherty, manager, Lockwood-Gordon-Rosen's Webb, gave away comic books.

Massachusetts

Lawrence

A 20-year-old robber from Baltimore, Md., was sentenced to five to seven years in State Prison after pleading guilty to charges of armed robbery of the Palace. Manager Guido Lumenello was forced into a closet in his office, and \$1,730 was taken in the holdup.

Springfield

A change in the management of the Court Square was announced by its owners, Gilmore Associates, Inc., giving a five-year lease on the playhouse to Sam Wasserman Enterprises, Inc., replacing the Playgoers of Springfield, who last year remodeled the Court Square for a program of legitimate entertainment.

"The Moon Is Blue," which lived through a hectic first week at the Bijou, and played to capacity business despite the furore created in religious and political circles, went into its second week assured of the completion of its run. The future of the film became uncertain when a letter written by Most Rev. Christopher J. Weldon, bishop, Roman Catholic Diocese of Springfield, was read from the altars of some of the churches the day before the film was scheduled to open. Churchgoers were informed that attending "The Moon Is Blue" would constitute a violation of the pledge to the Legion of Decency, and asked for a ban on the picture itself, plus a boycott of future showings. Later Ralph Carenza, Bijou manager, announced that the film would be "voluntarily" withdrawn, after he had conferred with Mayor Daniel B. Brunton and Chief of Police Raymond P. Gallagher. No "pressure" was involved in the decision, Carenza told the press. Then Carenza withdrew the withdrawal notice when United Artists threatened legal action, alleging breach of contract in case of a voluntary withdrawal. The legal issue concerning the possibility of an official ban by the city resulted in an official opinion that, in the case of "Moon," the city could not act. The District Court ruled there was not sufficient grounds to issue a restraint to the Bijou from showing "The Moon Is Blue" after a member of City Council was of the opinion the Bijou was playing an "obscene" movie, and made a move to issue a restraining order to the theatre. The attorneys for "The Moon Is Blue" were able to show enough data and precedence to the court to the effect that "The Moon Is Blue" was a movie for mature people, but not an obscene one, and should be permitted to continue its showings. From a critical viewpoint, the film received good notices, with W. Harley Rudkin, theatre editor, The Daily News, observing that "The Moon Is Blue" offers 99 minutes of lively and sometimes saucy entertainment.

NEWS OF THE

Territory

New York City

Crosstown

Grace Kelly, who appears in "Mogambo," Radio City Music Hall, arrived from the coast to attend the opening. . . . Mike de Lisio, MGM's publicity department, was on vacation.

Max E. Youngstein, vice-president, United Artists, and Leon Roth, publicity coordinator on the west coast, left for Hollywood to launch the United Artists' program of vastly-strengthened collaboration in the advertising-publicity field between the distributing company and its Hollywood producers.

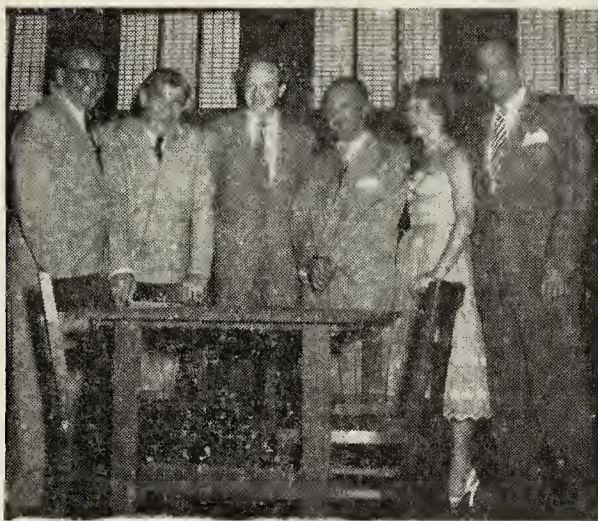
Mr. and Mrs. Sid Ginsberg announced the birth of a son, Robert Eugene, born at the Kew Gardens General Hospital. Father is the director of publicity, Trans-Lux Theatres Corporation.

Director Otto Preminger arrived from the west coast following completion of 20th-Fox's CinemaScope-Technicolor production, "River Of No Return."

Fourteen prominent executives are serving as Max E. Youngstein's co-chairmen in the industry's drive on behalf of the 1953 Joint Defense Appeal campaign, it was announced by William J. German, W. J. German, Inc., general chairman, JDA amusements division. Youngstein, vice-president, United Artists, is serving as dinner chairman. The JDA industry-wide drive starts with a dinner in honor of Harry Brandt, president, Brandt Theatres, on Oct. 21, at the Hotel Waldorf-Astoria. The co-chairmen are: Steve Broidy, Allied Artists; Max A. Cohen, Cinema Circuit; Leonard H. Goldenson, AB-PT; James R. Grainger, RKO; Al Lichtman, 20th-Fox; A. Montague, Columbia; L. D. Netter, Altec; Samuel Rinzler, Randforce; Herman Robbins, National Screen Service; Milton Rackmil, U-I; Sam Rosen, Fabian Theatres; Fred Schwartz, Century Circuit; Spyros Skouras, Jr., Skouras Theatres Corporation; and Richard Walsh, IATSE.

Tom Rodgers, Jr., Trans Lux Theatres executive, is the father of an eight-and-one-half pound boy at Lawrence Hospital, Bronxville. The newcomer has been named Tom Edward, Jr.

More than 125 members of the industry, primarily from the advertising-publicity field, attended a farewell cocktail party for Leon Roth, United Artists' newly-appointed publicity coordinator on the west coast, on the eve of Roth's departure for Hollywood. Executives of United Artists, members of the advertising-publicity departments of virtually every film company here, representatives of independent producers, advertising, and publicity agency representatives, and members of the motion picture trade



Van Heflin's recent appearance at Walter Reade Circuit's Savoy, Asbury Park, N. J., in the stage play, "The Shrike," drew a host of his friends to the theatre, and pictured on opening night were, left to right, Jerry Pickman, Paramount vice-president; producer Bill Pine; Heflin; producer Bill Thomas; Mrs. Heflin, and Walter Reade, Jr., circuit president. The Reade organization also played a pre-release engagement of Heflin's new U-I film, "Wings Of The Hawk," at the St. James simultaneously.

press and of New York newspapers and national magazines were on hand.

C. Robert Fine, president-general manager, Fine Sound, Incorporated, announced the opening of new recording studios and sound engineering laboratories at 711 Fifth Avenue.

"The Grapes Are Ripe," German-made film with English titles, will be handled in this country by Casino Film Exchange, and have its premiere at the 55th Street Playhouse.

A daughter, Felice, the first child, born to Arthur Gutowitz, office manager, Walter Reade Theatres, Inc., and Mrs. Gutowitz at the Central Maternity Hospital, Bronx, weighed seven pounds, eight ounces.

Mr. and Mrs. Emanuel Schlossman announced the engagement of their daughter, Caryl, to David Victor Picker, son of Mr. and Mrs. Eugene Picker. Picker's father is an executive of Loew's, Inc., and the son of the late David V. Picker, who operated theatres in Greater New York.

Rose Morgan, secretary to John P. Byrne, MGM eastern sales manager, returned having recovered from bronchial pneumonia.

Mike Simons, assistant to H. M. Richey, MGM, opened the 1953-54 season of the University Club of New Rochelle at Wykagil Country Club. More than 125 members attended. Simons, sponsored by James Grady, Loew's Theatres district manager, spoke on "The Motion Picture Theatre and the Business Community."

New York State
Albany

The local delegation to the TOA convention in Chicago in November probably will include Harry Lamont, president, local TOA unit; Lewis A. Sumberg, executive director-counsel; Sylvan Leff, Utica and Watertown exhibitor; Gerald

Schwartz, manager, Lamont's Overlook Drive-In, Poughkeepsie; Jules Perlmutter, Perlmutter Theatre Booking Service, and Variety Club Chief Barker, and Sidney Urbach, certified public accountant and Variety Club member.

Sid Kulik, Bell, New York, dined with Variety Club members, and headed for the Schine Circuit offices, Gloversville, and for Buffalo. . . . Dave Marks, Variety Club enthusiast and president, Fort Orange Radio Distributing Company, celebrated his 50th birthday.

Fabian's Grand will telecast six of Notre Dame University's football games starting on Oct. 17, Milton N. Mount, president, Box Office Television, Inc., announced. The Box Office Television hookup must be considered experimental.

The Marciano-La Starza heavyweight championship fight pictures won a fair play in the exchange district, but many of the dates were negotiated by drive-ins and subsequent-runs. The first situation within the near-Albany area to show the film was Menands Drive-In.

12th Street Theatre Corporation has been authorized to conduct an entertainment business, with offices at 270 Park Avenue, New York City. Incorporators are T. Edward Hambleton, Norris Houghton, and Richard H. Paul.

Apex Film Distributing Corporation has been empowered to conduct business in New York, with capital stock of 100 shares, no par.

The Stanley Warner Strand booked the Slavenski-Franklin Ballet Company for Oct. 27.

Long nights and cool weather caused John Gardner to reduce the Turnpike Drive-In operating time to Friday through Monday. . . . Charles A. Smakwitz, Stanley Warner zone manager, will assist in arrangements for the display of photographs shown by member papers at the annual meeting of New York State Associated Press Association, Biltmore Hotel, New York City, Oct. 18-19. Smakwitz did the honors at several previous AP confabs here. He will be a guest on the dais at the dinner.

In Watertown, Schine's Avon, installed a wide-screen.

An editorial in The Evangelist on the death of Very Rev. James E. Kelly, at 77 in St. Peter's Hospital, stated that "His solid learning and practical piety marshalled in the initial days of the campaign to purge the screen, the stage, and literature of indecency resulted in the formation of the National Legion of Decency and won for the Albany Diocese acknowledged leadership in this vital endeavor of Christian principles."

Buffalo

Spyros P. Skouras, president, 20th-Fox, was in to host the opening of "The Robe" at the Buffalo. Preceding his appearance at the theatre Skouras met with the press.



WRTV, the "Walter Reade Theatre of the Air," slated to go on the air in December, recently played host to 300 distributors, dealers, and servicemen at a dinner meeting at Eatontown, N.J., and seen at the head table, left to right, are, standing, Harold C. Burke, station managing director; Al Floersheimer, circuit and station advertising and publicity director; at the mike, Walter Reade, Jr., circuit and station president; John Bitz, Reading, Pa., TV dealer; Edwin Gage, circuit and station vice-president, and Nick Schermerhorn, theatres general manager.

Jack Chinell, RKO branch manager, will handle the distribution of trailers in the annual Community Chest drive. Charles P. Taylor, AB-PT, is a member of the Community Chest publicity committee.

The Dipson Circuit took over operation of the Mancuso, Batavia, from Dominick Mancuso. Dipson also operates the Dipson, Batavia.

In conjunction with the opening of "The Robe" a Crucifixion in art was on display in the lobby of Shea's Buffalo. The display includes reproductions of many famous paintings.

The first sneak preview at Shea's Teck was held, managed by Bert Lapetina. It was MGM's "Torch Song," starring Joan Crawford.

Joseph McMaahon is the new assistant manager at Basil's Lafayette.

After surveying the returns of "From Here To Eternity," George H. MacKenna, managing director, Basil's Lafayette, predicts a continuing and steady advance in the new season. MacKenna has reasons beyond the "Eternity" success for optimism. These include recent previewing and booking with Constantine J. Basil, president, Basil Brothers Theatres, of a series of forthcoming films which both judge to be unusually promising, and the completed installation of the Lafayette's new wide-screen, with the necessary projection equipment to exploit it. The 52 foot Magniglow Astrolite screen was engineered in Buffalo.

Stanley Kositsky, UA branch manager, will be the area exchange distributor for the 1953 "Christmas Salute" for the Will Rogers Memorial Hospital. . . . Alfred Botham, 67, chief projectionist, Seneca, died after a long illness.

—NEDRA GRAY

EYEING THE

Exchanges

NEW YORK — With the end of 20th-Fox's 17-week bonus drive came the rewards. All the bookers and salesmen received a week's salary while the remainder of the office staff and film room employees were given a half week's salary.

UNITED ARTISTS — Assistant cashier Hilda Frishman helped her twin sons, Michael and Jay, celebrate their eighth year. . . . The boxoffice department's Sophie Bochilo dished up a fete in honor of her son's fiancée and her parents. . . . The season's final baseball competition was won by Sophie Bochilo and switchboard operator Merle McKenna.

BONDED — Now enjoying an autumn vacation in Florida is inspectress Mary Einfrank. . . . Day examiner Moe Wallis and night examiner Benny Geisler left.

RKO — Phil Heydeck, boxoffice department, got bids for an audition from a Broadway producer and from Jersey's Oxford Players, a repertory group. Watch him under the stage name of Bruce Manning. . . . After seven years with the company, switchboard operator June Jacobson left. . . . Saddle Castanza, cashier department, and Ruth Hirsch, steno to the sales manager, leave by plane for two weeks in California. . . . Dolores Clark was promoted to biller. . . . New faces include Shiela Bookman and Rhoda Fiedler. . . . Norman La Beau resigned.

COLUMBIA — IBM operator Lorraine Staton has her husband, Gilbert, home on leave from the army. . . . Ceil Weiner, inspectress, was out with a virus. . . . A new addition is Eugene Dailey, a graduate of Boys' High.

REPUBLIC — Salesman Antony Ricci became a great grand uncle when his

Chestertown

October 30 is the target date for re-opening by Jules Perlmutter of the modernized Carol, long operated by the late Walter H. Wertime. Louis Jeffords will manage.

Gloversville

Mr. and Mrs. Ross H. Higier announce the birth of a son, their second child, at the Littauer Hospital. Mrs. Higier is the former Miss Dorene Schine, daughter of Mr. and Mrs. Louis W. Schine.

Utica

Kallet's Uptown, in advertising a fourth week for "From Here To Eternity," announced that 28,843 people had seen the picture during the first 21 days.

Death closed the files on Sept. 30 on the colorful career of Nathan G. Robbins, 57, who rose to ownership or operation of more than a half dozen theatres in Utica and Syracuse. He

niece had eight-pound Jenny. . . . 16mm. booker Chrys Blionas' arm is in good shape again. . . . Clerk Myra Lerner and switchboard operator Irene Anastasiou were ill.

MGM — Lois Zazzali, clerk, celebrated her birthday in Bergen County, N. J., Hospital recovering from an illness. . . . Head booker Harry Margolis was back from a vacation.

PARAMOUNT — Switchboard operator Pearl Affissio walked off with the baseball winnings. . . . Ledger clerk Sandy Simon left to answer the army's call. . . . Neophytes are Stanley Calman, ledger clerk, and ledger clerk William Gottlieb, a grad of the army in Germany.

20TH-FOX — Booker's assistant Ann Buchdahl was grieved by the death of her husband, Joseph. . . . Birthday candles were extinguished on secretary Harriet Dublin's cake. . . . Secretary Ann Jones is set for her weekend in the Berkshires. . . . Lewis Zwerin, former Brandt employee and nephew to secretary Bess Goldstein Allen, returned from Korea.

BOOKER'S BIOG — Paramount's Richard Magan, le grand homme avec la joke, was born in Montbeliard, France, and came to this country in 1924 while a teen-ager. In 1928, he started with Paramount in the film room, spending his evenings engrossed with studies at CCNY. He moved up to become booker for the New Jersey territory in 1932. Two years later, he took la belle Muriel to be his wife, now there are Roger, 13, and Carole, 9. The ruddy faced Richard was an all-around sportsman in school, but nowadays he has taken to the bench. He lives in the Bronx, is a member of the Motion Picture Booker's Club, and parles francais tres fluently.

RAMBLIN' ROUND — Favorite is making ready for "Secret People," with Audrey Hepburn. . . . Shirley Cohen, secretary, Carroll Pictures, had an emergency appendectomy.

—J. A. D.

suffered a heart attack. The deceased at various times had under his control the old Majestic, old Colonial, the Lumberg, now Utica, Avon, the De Luxe, currently the Oneida, and the Uptown, Utica, and the Eckel office building, Syracuse. He also conducted Robbins Film Company, with headquarters in Bank Place, here, as a states right concern for a time. Most of Robbins' theatre activities were confined to the late 1900's, the 1920's, and early 1930's. He organized Robbins Enterprises in 1919 to handle the Majestic, which he had acquired with Dr. Francis T. Styne. A director of the former City National Bank, Robbins also had been a Mason and a Shriner. He married the former Anne Ryan in 1916. She survives. So do two sons, Nathan, Utica, and Captain Robert, stationed with the army in Korea; a married daughter living in Utica; a brother of Syracuse; a sister residing in Chicago, and one grandchild. Rabbi Jerome Lipnick, Temple Beth El, officiated at services in Gordon Funeral Home. Burial was in Temple Beth El Cemetery, suburban Whitesboro.

**Philly Councilman
To Aid Tax's End**

PHILADELPHIA — Councilman-at-large and Variety Club, Tent 13, Canvassman Victor H. Blanc declared last fortnight that he again will seek repeal of the 10 per cent city amusement tax after Jan. 1.

"I am definitely going to urge repeal of the amusement tax during the budget hearings so that the amusement industry can obtain the relief to which it is entitled," Blanc said. "City receipts from this tax have shown a steady decline in recent years. I shall ask that the tax be repealed and that cuts be made in budget items in an amount that would offset the loss of revenue from this source."

Blanc, an attorney, long identified with the amusement business, further said he intends to make "a vigorous and determined effort" to have the tax ordinance wiped off the city's books, and indicated he expects strong support in Council.

The amusement tax ordinance was approved June 29, 1937, and since that date has yielded approximately \$38,500,000 in city revenue. It levies one cent for each 10 cents of the admission charge. When enacted, 16 years ago, the amusement tax ordinance was described as imposing a "temporary or emergency tax."

NEWS OF THE

Territory

**Philadelphia
Crosstown**

John B. Kelly, vice-president, Commissioners of Fairmount Park, was named chairman of the Golden Jubilee Testimonial Dinner in honor of Sophie Tucker at the Bellevue-Stratford Hotel on Nov. 15.

The Circle has been sold for commercial purposes.

The largest gross in Philadelphia motion picture history was recorded by 20th-Fox's "The Robe," which rolled up a net total of \$72,000 at the Fox. The record-shattering total is exclusive of receipts of the premiere show, as well as all amusement taxes.

The Harrowgate was leased by the Albert J. Grosser Company to Malcolm Carey, trading as Carey's Circus Skating Rink.

The Arcadia closed a few days for wide-screen installation. . . . Sam Stiefel's Uptown took a swing to colored burlesque with an elaborate stage show titled "Tropicana Revue."

Mel Fox, circuit owner, was appointed to fill one of three vacancies on the Philadelphia Parking Authority to succeed former City Controller Robert C. White, whose terms expired on June 1. He will serve five years and will be chairman.

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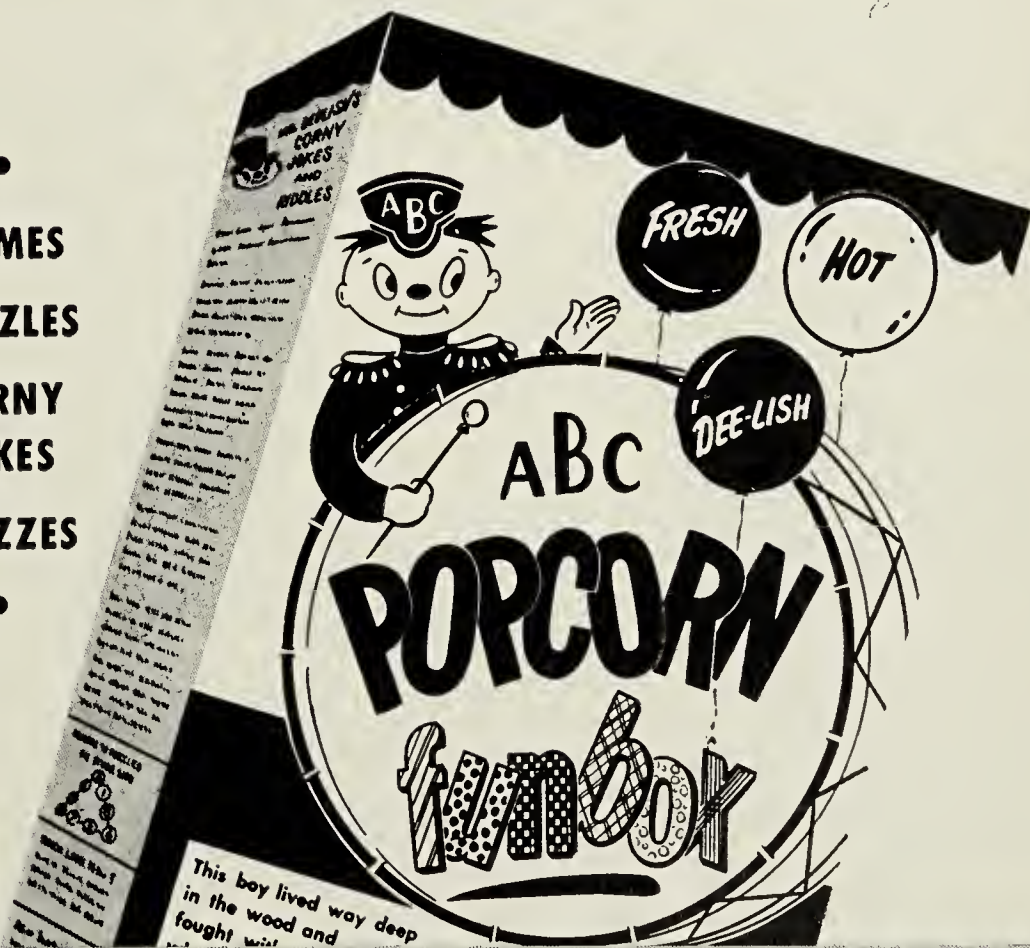
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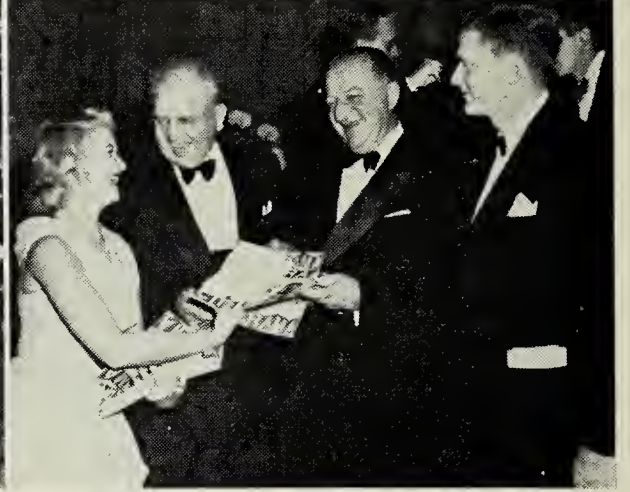
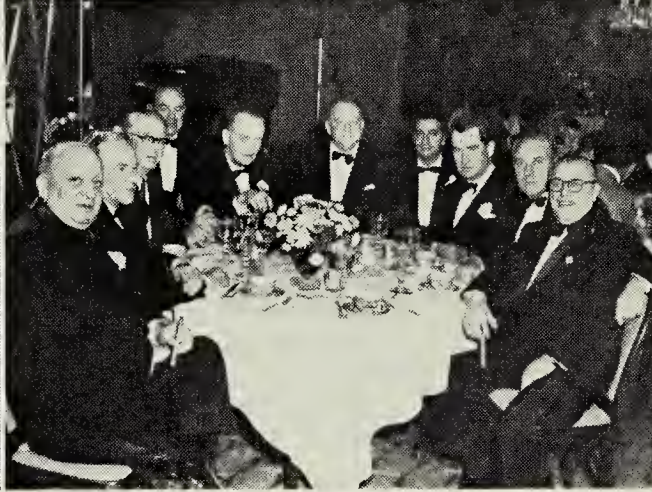


BERLO



VENDING COMPANY

333 S. BROAD STREET, PHILADELPHIA 7, PA.



The recent premiere of "This Is Cinerama," SW Boyd, Philadelphia, was an industry, social and civic affair. Among those present, from top to bottom, left to right, were EXHIBITOR publisher Jay Emanuel, Mrs. Emanuel, Sam Rosen, and Lowell Thomas; Frank MacNamee, Si Fabian, Moe Silver, and Ted

Schlanger; the front of the theatre, completely remodelled for the occasion; a group of Local 307 men; Silver, W. Thompson, A. Ryde, Schlanger, L. Isaac, Fabian; Bernie Brooks, Thomas, Rosen, H. Kalmine, and a model who distributed souvenir programs, Pennsylvania's Governor Fine, Fabian, and H. Reeves.

Vine Street

John J. Dervin, Stratford Pictures Corporation, was host at a screening of "Mr. Potts Goes To Moscow" at the Paramount screening room prior to the opening at the Green Hill. Cocktails were served. AA branch head Max Gillis and members of his staff were present as were invited guests from the press, Green Hill manager Paden, and others.

UA district manager John Turner confirmed the fact that the local branch is looking around for new quarters. . . . Condolences were extended to Dot Levine, 20th-Fox bookers' secretary, upon the death of her father.

RKO assistant cashier Jeanette Farrell will wed Joe Dougherty, not of the industry, on Oct. 24. . . . Pauline Moray, Warner clerk, was on the sick list.

Ralph Biafore, Warner shipper, left to enter another business, and Joe O'Hara has been added to the shipping staff. . . . Charles Beilan, Warner branch manager, thanks all exhibitors for cooperating in the drive being held in his honor, and reminds everyone that it continues until Dec. 26. . . . New U-I branch manager Edward Heiber and Earle W. Sweigert, sales manager, were comfortably ensconced in their new posts.

Ralph Cohen is no longer a salesman with Screen Guild. . . . Joe Schaeffer, Republic salesman, and Bill Doyle, UA salesman, were local delegates to the New Orleans convention of the Colosseum. . . . Eddie Gabriel, Capital, points to the playoffs he has been getting with "Love Island" and other new product,

and is now getting set for his first 3-D release.

Benny Harris, American Film, acquired the two Douglas Fairbanks, Sr., reissues, "The Iron Mask" and "Mr. Robinson Crusoe." . . . Bill Porter, AA traveling auditor, has been in town with Mrs. Porter. They made a trip to Washington, and then will head back to the west coast, where he makes his headquarters. Porter was once with AA in the local exchange. . . . Capital was robbed for the second time in two weeks.

Howard Minsky, Paramount division manager, was home ailing with some foot trouble, but got back to the office to aid the "Adolph Zukor Film Jubilee Drive."

District of Columbia Washington

The Stanley Warner Circuit and K-B Neighborhood theatres have issued orders banning racial segregation in Washington area theatres. The three Loew's houses have been operating on a non-segregated policy since spring.

Allan Zee, who served as the Capitol's producer-manager for two years, goes back to the New York Loew organization, and Joel Margolis takes over as Capitol manager. Back on full schedule at Loew's Palace is Orangeloo "Angie" Ratto, where he's been for 25 years. Kermit Allum, Zee's assistant, Capitol, moves out to Evansville, Ind., to manage the Majestic.

Dave Poland, U-I exploiter, was married to Miss Madeline Martin. The wedding was held at the United Nations Club.

Roy Jones, former Columbia road publicity representative, was in town handling the Jose Greco Dancers. . . . Myrna Hansen, "Miss United States" in U-I's "The All American," was in.

"Martin Luther" is set to open at the Dupont on Oct. 28.

Local F-13 held their monthly meeting at the Carlyle Hotel. . . . Jerry Haney is new at the Glymont, Indianhead, Md. . . . Jack Jackter, Columbia salesman, moved into a new apartment. . . . Aletha Bryant, Columbia's cashier's department, was vacationing in southern Maryland.

Mrs. Louise Spates, Palace and Lyric, Frostburg, Md., spent a few days in Atlantic City, N. J. On her way home, she huddled with J. B. Walsh, J. B. Walsh Exhibitors Service, who does her booking and buying.

RKO — Branch manager Joe Brecheen was vacationing in South Carolina, where Joe, Jr., is attending school. . . . Gertrude Sigel, bookkeeper, celebrated her 21st birthday. . . . It was "happy birthday" to Don Branfield, booker. . . . Bob Folliard, district manager, was in for a visit. . . . Agnes Turner, cashier, was vacationing in Martinsburg, W. Va., and attended the fall convention of the Soroptomist Club in Baltimore, Md. . . . Marion Dillon, former employee, visited, and introduced her infant son. . . . The entire office is set for "Bob Folliard Month."

Danny Rosenthal, UA branch manager, Cleveland, was in to attend the Variety Club golf tourney, and walked off with a golf set valued at \$260, which he won in an award.

Cinerama Makes Philadelphia Bow

PHILADELPHIA — The governors of three states, the mayor, and a first-night audience of civic leaders and socialites were on hand to welcome "This Is Cinerama" when it opened at the Boyd under the sponsorship of Philadelphia Inquirer Charities, Inc.

Representing the fifth U. S. metropolis to see Cinerama since it opened on Broadway a year ago, the Quaker city played host to Pennsylvania Governor Fine, New Jersey Governor Driscoll, Delaware Governor Boggs, and Mayor Joseph Clark, as well as to a group of Cinerama executives, including Lowell Thomas, president, Cinerama Productions Corporation; S. H. Fabian, president, Stanley Warner Corporation, and Lester Isaac, general manager, Cinerama theatre operations, who converged on the city for the charity benefit and the second public premiere, which took place the following night. Thereafter the regular schedule of 10 performances a week, with all seats reserved, prevailed.

Following Philadelphia, "This Is Cinerama" is expected to open in Washington, Pittsburgh, San Francisco, and St. Louis before the end of the year, with engagements in Boston, Cleveland, Dallas, and New Orleans on the agenda for early 1954. Meanwhile Cinerama continues to play to capacity houses in New York, where it celebrated its first anniversary on Sept. 30, Chicago, Detroit, and Los Angeles.

The conversion of the Boyd to Cinerama had W. H. Lee as the architect, with the sign erected by Martin Miller. Cost of the conversion ran between \$225,000 and \$250,000, with Stanley Warner paying a portion and Cinerama most of it. New seats were installed on the orchestra floor, and the elimination of about 1,000 seats was necessary because of the desire to have good viewing from all available spots and the installation of the three projection booths on the main floor.

David E. Brodsky Associates, which had the contract for all the draperies and painting in connection with the shift to Cinerama, received plenty of congratulations for the excellence of their work.

Jake Flax, Republic branch manager, visited Neighborhood Theatre, Inc., in Richmond, Va. . . . Albert Landgraf, Republic office manager, had himself a birthday.

PARAMOUNT — Branch manager Phil Isaacs, and captain, "Golden Jubilee Drive," visited the Pittsburgh branch. . . . Mike Weiss, exploiter, was in from Philadelphia. . . . Happy Birthdays went to Lillian Lee, assistant cashier, and Anne Bates, ledger clerk.

METRO — Branch manager Herb Bennin was vacationing in Clearwater, Fla. . . . Dolores Haddock, cashier's clerk, resigned to join her parents on a trip to South America. . . . Office manager Joe Kronman won a wind-breaker and a sport shirt at the Variety Club golf tourney.

20TH-FOX — Division manager Glenn Norris; branch manager Joe Rosen, and sales manager Ira Sichelman were in New York attending home office sales meetings. . . . The following are new employees: Cashier's department, Barbara Burgess, Norma Collins, and Lorena Whistler, and division office, May Louise Emmert and Dorothy Berner. Art Shaftel's new secretary is Bunny Malashovsky. . . . Aileen Altman resigned to move to Baltimore, Md.

Seen booking were: Sam Mellits, Dentonia, Denton, Md.; Sam Ashman, Ashman Booking and Buying; Will Brizendine, Schwaber Circuit, Baltimore, Md.; Walter Gettinger, Howard, Baltimore, and Ike Beam, Washington, Washington, Va.

The first of an annual series of Thanksgiving Day service football games, to be sponsored jointly by the

(Continued on page NT-5)

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.....

Philly Golf Fete Attracts Throng

PHILADELPHIA — With over 50 golfers participating in the links competition and well over 100 in attendance at the dinner dance, the annual Variety Club, Tent 13, golf tourney at the Llanerch Country Club was recorded as a successful affair.

Co-chairmen Harold D. Cohen and Bernard Seidman announced that the prizes went to the following:

Low gross score for members: Stanley Warner Management Corporation trophy, two-suiter traveling case, Nelson R. Wax; Terrytoons trophy, chest of silver, Seidman; New Jersey Messenger Service trophy, toaster, Peter Tyrell; Ellis Theatres trophy, silver water pitcher, Samuel Shiekman. Low gross score for non-members: Globe Ticket Company trophy, clock, I. Heichlin; Majestic Press trophy, overnight case, Harold Hirshberg, and Capital Films trophy, a putter, Dr. Milton Cohen.

In the driving contest for members, Warren Wieland won the Highway Express Lines trophy, a one-suiter traveling case, and Nathan Milgram won the Atlantic Theatres trophy, a silver ice bucket. In a similar contest for non-members, the Pete McAuley trophy, a silver tea set, went to J. Kassaway, and the Hunt Theatres trophy, a silver vegetable dish, went to Jim Wilschke.

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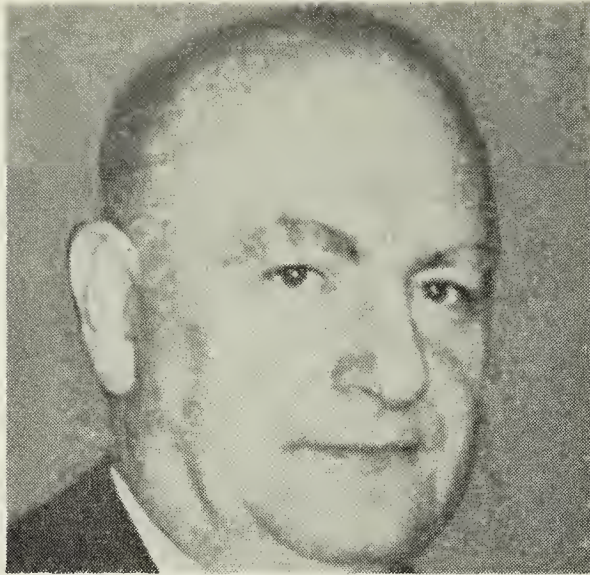
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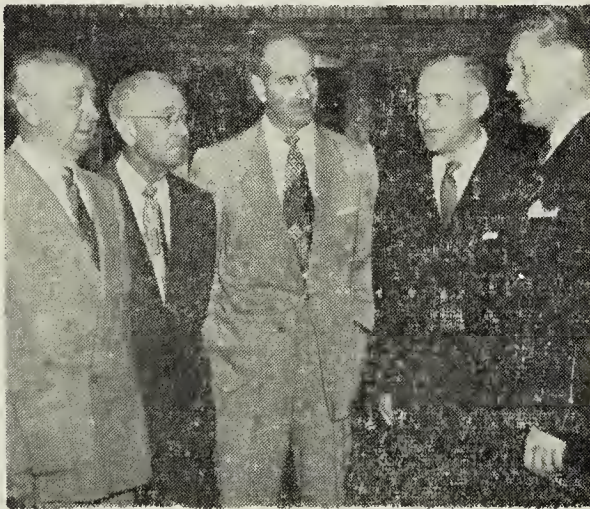
311 N 13TH STREET PHILADELPHIA 7, PA.
BERNARD SEIDMAN



Edward Heiber, former Cleveland branch manager, U-I, has been promoted to head the Philadelphia branch, succeeding Joseph G. Leon, who entered another business.

The hole-in-one contest for all golfers was won by A. Kuller, who received the Commerce International Company trophy, two season tickets to Eagles games, and I. Leonard, the Rubin's Radio and TV Corner trophy, a portable radio.

Awards for low net score, members, were: Comerford Theatres trophy, a silver tea service, was won by Saul Cchen; Commerce International Company trophy, two season tickets for Eagles games, George Beattie; David Supowitz trophy, a sterling silver hurricane lamp, William Doyle; Fabian Theatres trophy, a Benrus wrist watch, Elmer O. Wilschke; Altec Service Corporation trophy, a chest of silver, Philip Gerson; Berlo Vending Company trophy, a clock, to Leo Beresin; Ulrik Smith trophy, a travelling case, David Yaffe; National Theatre Supply trophy, a Miracle-golf club, Joe Schaeffer; A. R. Boyd trophy, an attache case, Mort Magill; MGM trophy, a travelling case, Harold Cohen; DeLuxe Theatre Premiums trophy, 12 volumes of an encyclopedia, Ned Yaffe; National Screen Service trophy, overnight case, Earle W. Sweigert; Melvin Fox trophy, a pair of silver candelabra, Burton Marks; Milgram Theatres trophy, a silver well and tree platter, Ralph W. Pries; Paramount Decorating Company trophy, a



Seen attending the recent screening of MGM's "Mogambo" at Loew's Palace, Washington, D. C., are, left to right, MGM southern sales manager Rudolph Berger; Washington exhibitor Lloyd Wineland; Bob Quick, Army Motion Picture Service; MGM Washington branch manager Herbert Bennin, and Loew's Theatres eastern division manager Orville Crouch.

flower vase, Joe Antner; and Motion Picture Advertising Service trophy, one dozen golf balls, William Goldberg.

Awards for low net scores, non-members, were: Arena trophy, a two-suiter traveling case, S. Blinderman; Roger Clipp-WFIL trophy, a portable radio, Vic DiSimone; Philadelphia Enameling Works trophy, a silver vegetable dish, John Facenda; Bellevue-Stratford Hotel trophy, a radio, A. Fineberg; Y and Y Popcorn Supply Company trophy, a silver well and tree platter, E. Pincus; Leven and Son trophy, a Paul Revere bowl, D. Belasco; Maharam Fabrics trophy, one dozen golf balls, John McFadden; Barney Roth trophy, a TV lamp, M. Kuller; Jack Harris trophy, a jam set, Lou Formato; committee trophy, a silver candy dish, Leonard Segal; committee trophy, a silver candy dish, J. Wartell; David Brodsky trophy, a silver gravy boat and tray, M. Kabrofsky; Russell Hopkins trophy, a mirror, J. Klein; Triangle Sign trophy, a house marker, John Turner; Ritz Carlton trophy, a luncheon for two, J. Robbins; committee trophy, a silver dish, Max Korr; committee trophy, a Paul Revere bowl, A. Wolf, and committee trophy, a silver tray, Elmer Hirth.

Simon Shapiro won the highest gross score, the Roberts' Delicatessen trophy, a canned ham.

Gin rummy prizes went to the following: United Artists trophy, a two-suiter traveling case, Louis Molitch; American Seating Company trophy, four folding chairs, Maxwell Gillis; Tent 13 trophy, an attache case, George Sobel; Latin Casino trophy, an evening for two, Herman Rubin; Boxoffice Pictures trophy, a silver candelabra, Jack Feldman; John Morgan trophy, a bridge table, Ambrose Cates; Rich-Art Sign Company trophy, a silver cigarette box, Harry Berenstein; Harry Biben trophy, champagne, Ben Biben; and committee trophy, a train case, Mickey Lewis. The Milton's Luncheonette trophy for the lowest net score in gin, a box of cigars, went to Sid Dubin.

The dinner-dance provided a most pleasant conclusion with music furnished by Joe Singer and orchestra for the duffers and their guests.



Among those present at Republic's recent sales meeting held at the New York Athletic Club, New York City, were, left to right, James V. O'Gara, metropolitan division sales manager; Richard G. Yates, assistant director of sales; Neil Agnew, special assistant to President Herbert J. Yates; Jake Flax, Washington branch manager, and Bernard Brager, Indianapolis branch manager.



Republic home office and sales executives, including branch managers from the metropolitan and eastern divisions, recently attended a luncheon at the New York Athletic Club, New York, during a sales meeting, where they were addressed by Republic President Herbert J. Yates and C. Bruce Newbery, director of sales. New product and company policies were discussed.

Washington

(Continued from page NT-3)

Variety Club and the Department of Defense, will be played at Griffith Stadium between the Quantico Marines and the Fort Belvoir Engineers. Net proceeds will be divided, with two-thirds going to the welfare funds of the armed services in the area and the rest to go to the Children's Hospital, where Variety Club has built an annex. It is the plan of the Variety Club and the services in this area to hold such a Thanksgiving Day game each year, with the proceeds to be divided between the welfare work of the two cooperating sides. A cocktail party was held for the sport editors of the dailies in connection with the game. The publicity committee played host for the occasion.

—FREDDIE S.

**Delaware
Wilmington**

A rally in the Red Feather drive of the United Community Fund of Northern Delaware was held in the SW Warner.

The Wilmington Sunday Star revived its movie time table after an absence of several weeks. . . . Helen M. Barrett, motion picture editor, The Journal-Every Evening, retired. . . . The theft of 89 in-car speakers from the Kerry Drive-In between April 15 and Sept. 21 was reported to city police. The loss was placed at \$1,602.

—H. L. S.

**Maryland
Baltimore**

Rodney Collier, Stanley manager, was a top winner in the Variety Club golf tournament. . . . Mrs. Elsa Berliner, associated with the Howard, and her husband Colonel Sylban Berliner, have given up their Washington residence and have moved here.

Edward Patrick O'Malley, formerly of Washington and a newcomer in the business, succeeds John Alderson as manager, Center. . . . Mrs. Harry Cluster, wife of the general manager, Allied Motion Picture Theatre Owners of Maryland, is recovering from illness. . . . Herman Cluster, projectionist, Rialto, attended the World Series games.

Mrs. Esther Watson, secretary, Keith's, was having a vacation. . . . Jack Whittle, owner, Avenue, returned from Ocean City, Md. . . . Morris Mechanic, owner, New, was host to a theatre party for "The Children's Hour."

Jack Sidney, Century manager, had Myrna Hansen, "Miss U. S. A.," in town in advance of "The All American." . . . The Pennington, long closed, is being advertised for rent.

Orville Crouch, Loew's Theatres eastern division manager, was in on business. . . . William G. Myers, Apex owner, was visiting along the Eastern Shore.

—G. B.

Leonardtown

The Plaza, Lexington Park, Md., installed a new concession stand. . . . The CinemaScope installation at the Park, Lexington Park, Md., is expected to be completed by Oct. 30. . . . The 235 Drive-In, California, Md., closed. Manager Nat A. Hodgdon and the rest of the staff have been absorbed by the Plaza and Park, Lexington Park, Md. . . . John Levy, assistant manager, Plaza, Lexington Park, Md., escaped serious injury when his car collided with a taxi cab. No one involved in the accident was seriously hurt.



When Oscar A. Doob, MGM's New York advertising and publicity department, was in Richmond, Va., recently to spark the world premiere of MGM's "Torch Song" at Loew's, he received the cooperation of the Virginia State Chamber of Commerce, and is seen discussing a layout of photos in Virginia's Commonwealth magazine with Richard Gillis, director, Virginia State Chamber of Commerce public relations and promotions.



Shown above are some of the Catholic Sisters of the Scranton, Pa., area who attended a recent special screening of Paramount's "Little Boy Lost" at the Strand as guests of manager Tom Jones.

**Pennsylvania
Carbondale**

Proceeds of two showings of "Down Among The Sheltering Palms" at the Circle Drive-In were donated to the Lackawanna County Society for Crippled Children and Adults, Inc., as announced by manager Al Frangell.

Michael "Al" Farrell, Mid-Valley Drive-In, and his wife observed their 19th wedding anniversary. Farrell, the son of L. A. Farrell, Comerford Amusement Company, is himself the father of three sons.

Dillsburg

The Dillsburg reopened under the new management of Fred N. Ramsey.



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Pennsburg

Allied Motion Picture Service is no longer doing the buying and booking for the Aurora.

Reading

Harry Friedland, manager, Majestic, Mount Penn, Pa., and the Senior Hadassah arranged a two-day benefit show.

A gain in amusements tax receipts was announced by city authorities over September, 1952, and over August this year. The September, 1953, intake was \$12,138, slightly over the \$12,049 for the same month last year. It was more than \$1,000 better than the August \$11,096 receipts.

Owners of the city's theatres are expected to appeal in November from the 50 per cent increase on all real estate for 1954 taxes, city, county, and school. Of the 84,000 separate real estate tracts in the city and county, the assessments on 76,000 have been increased.

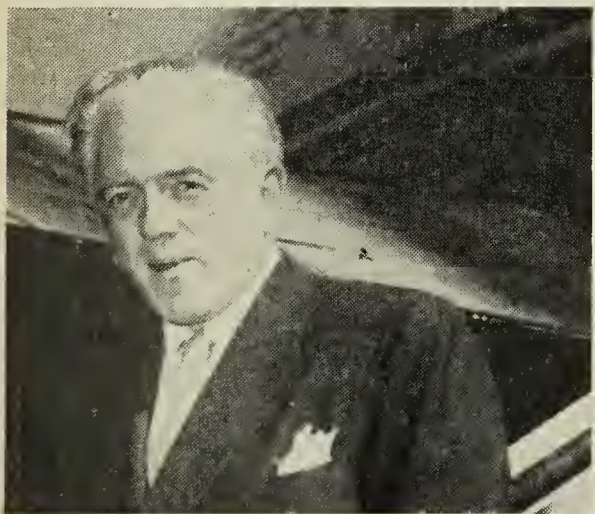
Scranton

The Strand, through manager Tom Jones, was host to all the Catholic Sisters at a private screening of "Little Boy Lost."

Student convocation exercises of the University of Scranton were held at the Temple, at which time the new president of the university, Reverend Father Long, delivered his first address to the student body.

Welcoming ceremonies by the Borough of Clarks Summit were held in the Comerford, Clarks Summit, Pa., through the courtesy of manager James Gavin, appropriately marking the return of localite WOJG Harry Wignall, for 35 months a Korean POW.

Margaret McKenna, Roosevelt, received word of the death of her nephew. . . . Tony Howley, Comerford accounting department, spent a week in New York City. . . . Bill Salmons and his wife spent a weekend at Milton, Del. . . . Marie Barber, Comerford accounting department, vacationed. . . . Byron Linn and Tom Comerford, Comerford organization, were in Buffalo. . . . Bill Comerford has been appointed chairman, thea-



Anatole Litvak recently arrived at Idlewild International Airport, New York, from Paris to confer with UA executives on release plans for his first independent production, "Act Of Love," completed on location in France.



Humphrey Bogart, accompanied by his wife, Lauren Bacall, recently arrived in New York by plane from Hollywood to join in location filming for William Wilder's "Sabrina Fair" for Paramount.

tres division, Community Chest campaign.

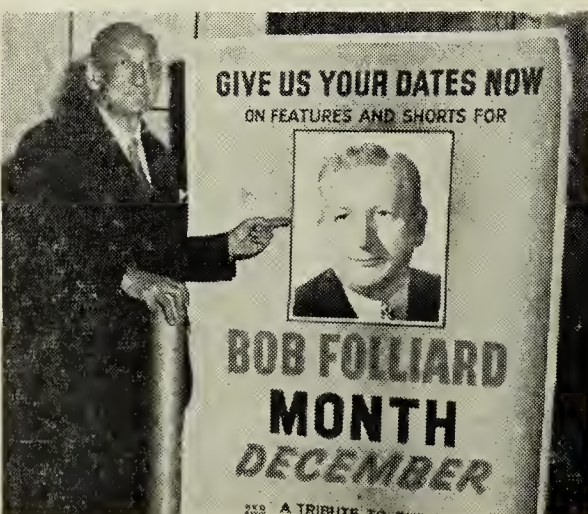
Wayne

The Anthony Wayne announced the inaugurating of the "Curtain at 8:30" art film policy every Tuesday evening. Following the first five programs, future pictures will be selected from a request list.

Virginia Richmond

The board of directors of the Virginia Motion Picture Theatre Association set the dates for winter and summer meetings. The one-day winter meeting will be held on Jan. 27 at the Jefferson Hotel, and the annual summer convention is set for the Chamberlin Hotel, Old Point Comfort, from May 24-26. President Leonard Gordon and executive secretary Carlton Duffus will make a swing around the state, holding meetings in each Congressional district. Plans will be formulated at these meetings for legislation to be brought up at the up-coming state legislature and for the national tax repeal fight.

The Richmond Film Society started off its new season on Oct. 2, with the first program including "Carnival in Flanders." The series of 12 presentations is spaced about three weeks apart, shown in the auditorium of the John Marshall High School. Admission is free to members of the Virginia Museum of



Leon Bamberger, drive coordinator, points to the 40 x 60 exchange display recently sent from the RKO home office in New York to Philadelphia for the drive honoring district chief Bob Follard.

TRADE SCREENINGS

PHILADELPHIA

MGM — (Tower) Oct. 16, 2:30, "All The Brothers Were Valiant" (Robert Taylor, Stewart Grainger, Ann Blyth) (Technicolor); 26, 2:30, "Kiss Me Kate" (Kathryn Grayson, Howard Keel, Ann Miller) (AnsoColor; print by Technicolor) (2-D and 3-D).

WARNERS — (230 North 13th). Oct. 28, 2:00, "Calamity Jane" (Doris Day, Howard Keel, Gene Nelson) (Technicolor).

Fine Arts, and a fee of \$2.50 entitles anyone to see the entire series.

Vergil Stewart, who received his training under Frank Morgan at the Grand, is now assistant manager, Isis, Lynchburg. . . . When the Byrd and State played "The Sword and Rose," Bob Coulter and Stewart Tucker arranged with Ratcliffe, the florist, to give roses to the ladies on opening day. . . . Charles Hall is an addition to the managerial staff in the Richmond area for Neighborhood Theatre, Inc.

The State Corporation Commission issued a charter to Giles Theatre Corporation, Rich Creek, Giles County, to take over a partnership of the same name for the operation of motion picture houses.

Leon Waterfield, State, flew to Dearborn, Mich., on an all-expense paid trip as a winner in the Ford Motor Company's national industrial arts program. His prize entry was a pewter cream and sugar set made in the shops at the East End Junior High School. . . . George Stitzer, assistant manager, Byrd, is a proud grandpa to Peggy Ann Stitzer.

Two of the Byrd staff have been recent patients at Johnson Willis Hospital, Arthur Burton and Bertha Murr. . . . Mrs. Gordon Culley, wife of the State assistant, was also a patient at Medical College Hospital. . . . Virginia Winn, Loew's popular veteran boxoffice attendant, was the subject of an interview in The News Leader, picture and all. . . . We were sorry to hear of the passing of L. A. Flowers, well known Berkeley exhibitor.

—S. T.

Variety Club

Tent 13, Philadelphia

The club is sponsoring two performances, matinee and evening, of "Ice-captives Of 1953" at the Arena on Oct. 25. Tickets, on sale at regular boxoffice prices are available, and Variety members and friends in the industry are urged to attend since the Variety Club Camp for Handicapped Children will participate in the proceeds.

The annual election dinner will be held on Oct. 19 when the Heart Fund drive will start. A highlight of this affair, of course, will be the previously announced report by the International Chief Barker on his European junket.

"99 River Street" was screened through the courtesy of UA.

SADKO—DFAN—Serge Stolyarov, Anna Lorionova, N. Troyonovsky—Okeh Soviet import for the art spots—90m.—see July 1 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkino).

STOLEN IDENTITY—MD—Donald Buka, Francis Lederer, Joan Camden—Escape melodrama will fit into the lower half—87m.—see Mar. 25 issue—(Austrian-made)—(English dialogue)—(Alnsworth-Nathanson).

TREASURE HUNT—C—Jimmy Edwards, Martha Hunt, Naunton Wayne—Sprightly comedy in Irish setting—79m.—see July 1 issue—(English-made)—(Cardinal).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like Columbia Two Reel Comedies, Assorted and All-Star, Assorted Favorite Reprints, Comedy Favorite Re-releases, Mr. Magoo, Screen Snapshots, and The Three Stooges.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like One Reel Animal Cavalcades, Candid Microphones, Color Favorites, Jolly Frolics, Mr. Magoo, Screen Snapshots, and Hollywood Fun Festival.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections like Thrills of Music, UPA Cartoon Special, World of Sports, MGM One Reel Cartoons, and Fitzpatrick Traveltalks.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like Beautiful Bavaria, Johannesburg-City of Gold, Delightful Denmark, etc.

Paramount section containing titles like Little Witch, Midnight Serenade, Champagne For Two, etc.

Special and Cartoon Champions section containing titles like The Coronation, The Wee Men, The Enchanted Square, etc.

Casper Cartoons section containing titles like True Boo, Frightday The 13th, Spook No Evil, etc.

Grantland Rice Sportlights section containing titles like The Rugged Rangers, Canine I. Q., Highland Sports, etc.

Headliner Champions section containing titles like Tuna, Timber Athletes, Try And Catch Me, etc.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like Herman And Katnip, Mice Capades, Of Mice And Magle, etc.

Kartunes section containing titles like Forest Fantasy, Hysterical History, Philharmaniacs, etc.

Noveltunes section containing titles like The Case Of The Cockeyed Canary, Feast And Furious, Starting From Hatch, etc.

Pacemakers section containing titles like Parlor, Bedroom And Wheels, Let's Have A Parade, All Girls On Deck, etc.

Popeye Cartoons section containing titles like Shuteye Papeye, Child Sockology, Ancient Fistory, etc.

Popeye Champions section containing titles like House Tricks, Mess Production, Pitching Woo At The Zoo, etc.

Toppers section containing titles like The Littlest Expert In Interesting People, The Littlest Expert In Yesterday's Champions, etc.

RKO section containing titles like Unlucky Dog, Trouble Or Nothing, Wall Street Blues, etc.

Leon Errol Reissues section containing titles like Gem Jams, He Fargot To Remember, Birthday Blues, etc.

Ray Whitley Reissues section containing titles like A Western Welcome, Rhythm Wranglers, Shark Killers, etc.

Sport Specials section containing titles like Football Headliners, Basketball Headliners, Holiday Island, etc.

Color Specials and True-Life Adventures section containing titles like Prowlers Of The Everglades, Sports Immortals, etc.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes titles like My Pal Reissues, My Pal, Pal's Adventure, etc.

Screenliners section containing titles like Running The Red Blockade, Herring Hunt, Laughs Of Yesterday, etc.

Sportscopes section containing titles like Ben Hogan, Bat Bay, Best In Show, Wild Bird's Wingling, etc.

3-D Color Special section containing titles like Motor Rhythm, Motor Rhythm (2-D), etc.

Walt Disney Cartoons section containing titles like Pluto's Party, Trick Or Treat, Two Weeks Vacation, etc.

Mickey Mouse Birthday Cartoon Reissues section containing titles like Mickey's Birthday Party, The Pointer, Tiger Trouble, etc.

Adventures In Music Cartoons section containing titles like Melody (3-D), Melody (2-D), etc.

Republic section containing titles like Commando Cody-Sky Marshal Of The Universe, Canadian Mounties vs. Atomic Invaders, etc.

This World Of Ours section containing titles like City Of Destiny, Singapore, Germany, Japan, etc.

20th Century-Fox section containing titles like Sea Food Mamas, Grunters and Groaners, etc.

See It Happen section containing titles like Breath Of Disaster, Epic Drama, Kamikaze, etc.

Sports section containing titles like Gridiron Goliaths, Football Roundup, Morning Light, etc.

Terrytoons section containing titles like Mighty Mouse In A Soapy Opera, Terry Bears In Thrifty Cubs, etc.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes entries like 5309 (Apr.) Dinky In Featherweight Champ, 5310 (May) Little Roquefort In Playful Puss, etc.

United Artists

Table listing United Artists releases: MEDAL OF HONOR (4), SPECIAL, Marciano-Walcott Fight (3-D and 2-D).

Universal-International

Table listing Universal-International releases: MUSICAL FEATURETTES (13), 8301 (Nov. 6) Xavier Cugat and his Orchestra, 8302 (Dec. 4) Don Cornell Sings, etc.

Table listing releases 8100 through 8384, including titles like 3-D MUSICAL FEATURETTES, SPECIALS (2), THE EARTH AND ITS PEOPLE (13), etc.

WALTER LANTZ CARTUNES (13)

Table listing Walter Lantz Cartunes releases: 8321 (Dec. 8) Termite From Mars, 8322 (Jan. 19) What's Sweepin', etc.

WOODY WOODPECKER (3-D)

Table listing Woody Woodpecker release: 8101 (Aug. 26) The Hypnotic Hick

Warners

Table listing Warners release: 8101 (Oct.) Black Fury (WarnerColor) E

Table listing releases 1001 through 1602, including titles like Two Reel SPECIALS (12), BUGS BUNNY SPECIALS (8), JOE McDOAKES COMEDIES (6), etc.

Miscellaneous

Table listing miscellaneous releases: Aloha Nui (Vistarama) (Eastman Color) (Dudley), Ben and Me (Disney) (Technicolor), etc.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPT. Mexican Manhunt G. Brent, K. Sharpe The Fighting Lawman W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, M. V. Miles (Color) (Reissue)	SEPT. From Here To Eternity M. Clift, B. Lancaster, D. Kerr Sky Commando D. Duryea Saginaw Trail, W G. Autry The Untamed Breed S. Tuffis (Reissue) China Venture E. O'Brien, J. Brando Conquest Of Cochise J. Hodiak, J. Page (Technicolor)	SEPT. Norman Conquest T. Conway, E. Bartak, J. Shelton Project Moon Base D. Martell, R. Ford, H. Rorke Shadow Man C. Romero	SEPT. (1953-54) Half A Hero R. Skelton, J. Hagen, P. Bergen Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright	SEPT. (1953-54) Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed	SEPT. Top Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue)	SEPT. El Paso Stampede, W A. Lane, E. Waller, P. Coates Trent's Last Case M. Wilding, M. Lockwood, O. Welles (English-made)	SEPT. City Of Bad Men J. Crain, D. Robertson (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Cotten, J. Peters Broken Arrow J. Stewart (Technicolor) (Reissue) I Was A Male War Bride C. Grant (Reissue)	SEPT. Sabre Jet R. Stack, C. Gray (Color) 99 River Street (Krueger) J. Payne, E. Keyes (Small) The Joe Louis Story P. Stewart (Silliphant) The Fake D. O'Keefe, C. Gray (Pallos) (Made in England) Donovan's Brain L. Ayres, N. Davis (Dowling) No Escape L. Ayres, S. Tufts (Matthugh)	SEPT. The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technicolor) Wings Of The Hawk V. Heflin, J. Adams (Technicolor) (3-D and 2-D) The Golden Blade R. Hudson, P. Laurie (Technicolor) Desperate Moment D. Bogarde, M. Zetterling (English-made) (Rank)	SEPT. (1953-54) Island In The Sky J. Wayne, L. Nolan, A. Devine The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technicolor) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D)
OCT. Hot News S. Clements, G. Henry Jennifer I. Lupino, H. Duff The Yellow Balloon A. Ray, K. Ryan (English-made)	OCT. The Big Heat G. Ford, G. Grahame Slaves of Babylon R. Conte, L. Christian (Technicolor) Combat Squad J. Ireland, L. McCallister	OCT. Undercover Agent D. Walsh, H. Court (English-made) The Man From Cairo G. Rafti, G. M. Canale (Made in Europe) The Fighting Men Special cast Sins Of Jezebel P. Goddard, G. Nader (AnsoColor)	OCT. Megambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) (Technicolor) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnsoColor) Torch Song J. Crawford, M. Wilding (Technicolor)	OCT. The War Of The Worlds G. Barry, A. Robinson (Technicolor) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Partly made in France) Those Redheads From Seattle J. Payne, R. Fleming, G. Mitchell (Technicolor) (3-D)	OCT. Follow The Fleet F. Astaire, G. Rogers, R. Scott (Reissue) Out Of The Past R. Mitchum, J. Greer, K. Douglas (Reissue)	OCT. Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W R. Allen, S. Pickens, J. Cooper	OCT. Thy Neighbor's Wife H. Haas, C. Moore Vicki J. Crain, J. Peters, C. Adams The Robe R. Burton, V. Mature, J. Simmons (Technicolor) (CinemaScope)	OCT. Man In Hiding P. Henreid, L. Maxwell (Paal) Steel Lady (Made in England) R. Cameron, T. Hunter (Small) Dragon's Gold J. Archer, H. Brooke (Wisberg-Pollexfen) The Village J. Justin, E. Dahlbeck (Wechsler) (European-made) Crossed Swords E. Flynn, G. Lollobrigida, N. Gray (Mahon-Vassarotti) (Pathe Color) (Made in Italy)	OCT. The All American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technicolor) The Tiffle S. Holloway, G. Relph (Technicolor) (English-made) (Rank) Thunderbolt The Gentle Gunman J. Mills, D. Bogarde, E. Sellers (English-made) (Rank)	OCT. A Lion Is In The Streets J. Cagney, B. Hale, A. Francis (Technicolor) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) So Big J. Wyman, S. Hayden
NOV. Vigilante Terror B. Elliott, M. K. Ellen Fighter Attack S. Hayden, J. Page (Color) Jack Slade H. Stevens, D. Malone	NOV. Gun Fury R. Hudson, D. Reed, R. Haynes (Technicolor) (3-D) Prisoners Of The Casbah G. Grahame, C. Romero, T. Bey (Technicolor) Paris Model M. Maxwell, P. Goddard, T. Conway Last Of The Pony Riders, W. G. Autry, S. Burnette, K. Case	NOV. All The Brothers Were Valiant R. Taylor, S. Granger, A. Blyth (Technicolor) Kiss Me Kate K. Grayson, H. Keel, A. Miller (AnsoColor) (3-D) (2-D)	NOV. Flight To Tangier J. Fontaine, J. Palance, C. Calvert (Technicolor) (3-D) Botany Bay A. Ladd, J. Mason, P. Medina (Technicolor) Cease Fire Korean war film (3-D)	NOV. Marry Me Again M. Wilson, R. Cummings, R. Walker Louisiana Territory V. Winter, L. Zinzer (Pothe Color) (3-D) Decameron Nights J. Fontaine, L. Jourdan (Technicolor) Appointment In Honduras G. Ford, A. Sheridan, Z. Scott (Color)	NOV. How To Marry A Millionaire B. Grable, L. Monroe, L. Bacall, R. Calhoun (Technicolor) (CinemaScope)	NOV. Flight Nurse J. Leslie, F. Tucker	NOV. Shark River S. Cochran, C. Matthews, (Color) (Rawlins) Captain John Smith and Pocahontas A. Dexter, J. Lawrence, A. Hale, Jr. (Color) Song Of The Land Nature (Wisberg-Pollexfen) Documentary (Color) (Harrison-Roberts) Stranger On The Prowl P. Muni, T. Loring	NOV. The Glass Web E. G. Robinson, J. Forsythe, K. Hughes (3-D) Back To God's Country R. Hudson, S. Cochran, M. Henderson (Technicolor) The Veils Of Bagdad V. Mature, M. Blanchard, G. Rolfe (Technicolor) Something Money Can't Buy A. Steel, P. Roc (English-made) (Rank)	NOV. Calamity Jane D. Day, H. Keel, G. Nelson (Technicolor) Hondo J. Wayne, G. Page (WarnerColor) (3-D) The Treasure Of Sierra Madre H. Bogart, W. Huston (Reissue) Key Largo H. Bogart, L. Bacall (Reissue)	

OBSERVANCES

Oct. 31—Halloween
Nov. 3—Election Day
Nov. 11—Armistice Day
Nov. 26—Thanksgiving

REALART

Sept.—Counsellor At Low—J. Barrymore, B. Daniels (Reissue)
Pittsburgh—J. Wayne, M. Deitrich (Reissue)
Gung Ho—R. Scott, R. Mitchum (Reissue)
Green Hell—D. Fairbanks, Jr., J. Bennett (Reissue)

Oct.—Eagle Squadron—R. Stack, D. Borrymore (Reissue)
Keep 'Em Flying—Abbott and Costello (Reissue)
Buck Privates—Abbott and Costello (Reissue)

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AKRON
MILWAUKEE
PHILADELPHIA
MEMPHIS
OMAHA
SPRINGFIELD, Mass.
DENVER
JACKSONVILLE
CHICAGO
TRENTON
NEW ORLEANS
SAN FRANCISCO
GRAND RAPIDS
MIAMI
MINNEAPOLIS
ST. PAUL

starring
**GLENN
FORD**

**GLORIA
GRAHAM**

**JOCELYN
BRANDO**

with
Alexander Scourby
Lee Marvin
Jeanette Nolan

Screen Play by
SYDNEY BOEHM

Based upon the
SATURDAY EVENING POST
serial by William P. McGivern

Produced by ROBERT ARTHUR
Directed by FRITZ LANG

THE

HIT!

**FROM
COLUMBIA**

N.Y.C.R.R.

VISITORS NOT PERMITTED THROUGH GATE

SPECIAL TRAIN

I.A.T.S.E.

WILL ROGERS HOSPITAL PARTY

SARANAC LAKE

CAR

NUMBER

WR2

WR3

WR4

WR5

LOUNGE

WR6

DRINKER-LOUNGE

WR7

WR8

WR9

EXHIBITOR

I. A. T. S. E.
"A" To "L"



Only a few more weeks until
THE SECOND GREAT PICTURE

IN

CINEMASCOPE

YOU SEE IT WITHOUT GLASSES



20th CENTURY-FOX PRESENTS

Marilyn **MONROE**

Betty **GRABLE**

Lauren **BACALL**

and William **POWELL** in

How To Marry A Millionaire

TECHNICOLOR



Tell 'em that the gals are coming... and watch the records fall!

Number 25
Sections: Section One

OCTOBER 21, 1953

AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

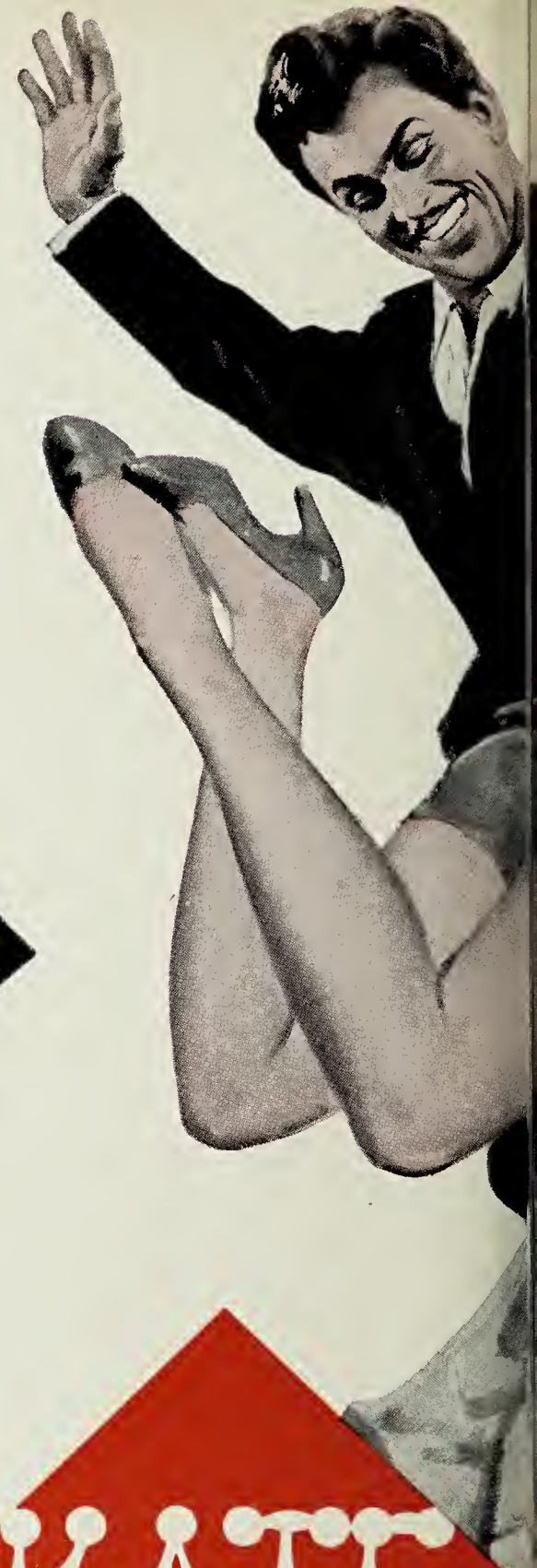
GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

THE SERVISECTION

THE BIG NEWS

THE BIG HIT!

KISS ME KATE



THEATRE TRADE SHOWS—OCT. 26*

(Except Kansas City—Oct. 27th • Dallas—Oct. 28th)

CITY	THEATRE	ADDRESS	DATE	HOUR	CITY	THEATRE	ADDRESS	DATE	HOUR
ALBANY	Palace	19 Clinton Ave.	10/26	10 A.M.	MEMPHIS	Loew's Palace	81 Union Ave.	10/26	10 A.M.
ATLANTA	Loew's Grand	157 Peachtree St., N. E.	10/26	10 A.M.	MILWAUKEE	Riverside	116 W. Wisconsin Ave.	10/26	10 A.M.
BOSTON	Loew's State	205 Massachusetts Ave.	10/26	10 A.M.	MINNEAPOLIS	Uptown	Hennepin Ave. & Lagoon	10/26	10:30 A.M.
BUFFALO	Loew's Buffalo	646 Main St.	10/26	10 A.M.	NEW HAVEN	Loew's Poli	23 Church St.	10/26	10 A.M.
CHARLOTTE	Imperial	124 South Tryon St.	10/26	9 A.M.	NEW ORLEANS	Loew's State	1108 Canal St.	10/26	10 A.M.
CHICAGO	Uptown	4814 Broadway	10/26	10:30 A.M.	NEW YORK	M-G-M Penthouse	1540 Broadway	10/26	10:30 A.M.
CINCINNATI	Palace	16 East Sixth St.	10/26	10 A.M.	OKLAHOMA CITY	Will Rogers	4322 N. Western	10/26	10 A.M.
CLEVELAND	Loew's State	1515 Euclid Ave.	10/26	10 A.M.	OMAHA	Omaha	15th and Douglas	10/26	10 A.M.
DALLAS	Majestic	1921 Elm St.	10/28	2:30 P.M.	PHILADELPHIA	Tower	Upper Darby	10/26	2:30 P.M.
DENVER	Esquire	590 Downing St.	10/26	2 P.M.	PITTSBURGH	Loew's Penn	6th and Penn.	10/26	10 A.M.
DES MOINES	Des Moines	517 Grand Ave.	10/26	10 A.M.	PORTLAND	Laurelhurst	28th and Burnside St.	10/26	2 P.M.
DETROIT	United Artists	140 Bagley Ave.	10/26	10 A.M.	ST. LOUIS	Loew's State	715 Washington	10/26	10 A.M.
INDIANAPOLIS	Loew's	35 N. Pennsylvania	10/26	10 A.M.	SALT LAKE CITY	Centre	Broadway & State St.	10/26	10 A.M.
JACKSONVILLE	Florida	E. Forsyth St.	10/26	10 A.M.	SAN FRANCISCO	Loew's Warfield	982 Market St.	10/26	10 A.M.
KANSAS CITY	Loew's Midland	1228 Main St.	10/27	10 A.M.	SEATTLE	Orpheum	Westlake & Stewart	10/26	10 A.M.
LOS ANGELES	Egyptian Hollyw'd	6712 Hollywood	10/26	10 A.M.	WASHINGTON, D.C.	Loew's Palace	1306 F. St., N. W.	10/26	10 A.M.

IMPORTANT TO READ THIS!



We have planned the Theatre Trade Shows of M-G-M's marvelous color musical "KISS ME KATE" in a manner suited to the stature of this famed musical hit of two continents.

The Theatre Trade Shows make it possible for showmen to see how "KISS ME KATE" is presented in both 3-D and flat, with wide screen and stereophonic sound, in full color glory.

At the Theatre Trade Shows, with audiences, you will realize how M-G-M, creator of the screen's greatest musicals, has immortalized another great stage property in a screen production rich with its famed songs, eye-filling in its spectacular beauty, Big in its renowned entertainment qualities.

See it and enter M-G-M's "Lucky 7"
Showmanship Contest for Big Money Prizes!

M-G-M presents

KISS ME KATE

Starring

KATHRYN GRAYSON · HOWARD KEEL

ANN MILLER

with

**KEENAN WYNN
BOBBY VAN
JAMES WHITMORE
KURT KASZNAR**

Screen Play by

DOROTHY KINGSLEY

Based Upon the Play Produced on the Stage by
Lemuel Ayers and Arnold Saint Subber

Music and Lyrics by

COLE PORTER

Play by

SAMUEL AND BELLA SPEWACK

Photographed in

ANSCO COLOR

Print by

TECHNICOLOR

Directed by

GEORGE SIDNEY

Produced by

JACK CUMMINGS

THE COMING INDUSTRY EVENT IS M-G-M's FIRST CINEMASCOPE PRODUCTION
"KNIGHTS OF THE ROUND TABLE" (Technicolor)

the

BIG

motion
picture

BOTANY

BAY



ALAN LADD • JAMES MASON in "BOTANY BAY" Co-starring PATRICIA MEDINA • SIR CEDRIC HARDWICKE
A JOHN FARROW PRODUCTION • Produced by Joseph Sistrom • Directed by John Farrow • Screenplay by Jonathan Latimer
From the novel by Charles Nordhoff and James Norman Hall • Color by TECHNICOLOR • A Paramount Picture



THE PROBLEMS of outdoor operation became complicated when a maintenance man, assigned to the feeding of raccoons in the open-airer zoo, found himself in the middle of a conflict between a dog and raccoon for the food and was bitten on the hand.



THE IDEA OF converting a palace, built in 1580, into a Mexican theatre was too much for the governor of the state, who decided that this was carrying modernization just too far.



POPCORN advocates must be heartened by the recent decision of the Postoffice Department to allow popcorn to be used for packing non-liquid articles when shipping through the mails, with the stipulation that it must be colored and must be treated so that any recipients won't be tempted to eat it. This could eventually lead to a slogan: Do your Christmas popping and mailing early.



AN EASTERN theatre became so concerned about the correct kind of newspaper ad copy for its 3-D show that it forgot to include the title of the film.



A MOTOR CAR company has exclusive rights for showing its 1954 line to its dealers and sales folk through use of CinemaScope. Nothing was said about the new models being in the 2.55 to 1 ratio, but it's a possibility.

—H. M. M.

I N D E X

VOLUME 50, NUMBER 25 OCTOBER 21, 1953
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THE COVER PHOTO

Seen at Grand Central Station, New York City, before embarking for "IATSE Day" at the Will Rogers Memorial Hospital, Saranac Lake, N. Y., are members of Local 306, left to right, Izzy Schwartz, former world's champion flyweight boxer, financial secretary; James Ambrosia; Harry Garfman, Brooklyn business agent, and Ernest Lang, secretary, all eagerly awaiting trip.

EXHIBITOR

VOLUME 50, NUMBER 25



OCTOBER 21, 1953

A Word On Statistics

THE REVELATION by Al Sindlinger at the convention of Allied States Association in Boston that attendance at motion picture theatres was off eight per cent in the first half of 1953, as against the same period in 1952, was but a part of an exhaustive and valuable report of his research organization, a talk deemed one of the most interesting heard at the meeting.

HOWEVER, the weakness of many statistics is that while they give an over-all picture, they never seem to coincide with the individual case. Judging from the way in which theatres are still closing, the eight per cent figure seems low.

WHAT might have been said, and what many industryites have been declaring, is that conditions in this business are definitely uneven.

ON ONE hand there are houses which have been able to keep up with such changes as 3-D, wide-screen, and CinemaScope, which gives them a chance to keep losses down, or keep their heads above high water. But there are still many houses in the country which are not geared for 3-D, have not yet installed a wide-screen, and don't even begin to hope to join the CinemaScope parade for some time, if ever.

THESE ARE what are known as the "little fellows," and all the statistics in the world won't help them out. Even lower film rentals can't aid a lot of these small exhibitors who are finding themselves on the fringe of a changing industry, and their future is black, indeed.

IN MANY CASES, these are men who have helped pioneer this business and have given their best years to it. In small towns and in changing neighborhoods in big cities, they are affected by competitive forms of entertainment, different desires on the part of the public, and the realization that they can no longer stand the pace.

STATISTICS, good or bad, are of no consolation to them. The facts, cold and plain, indicate more closings.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nanamaker and Mel Konecny, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries. \$15 in all other countries. Address all correspondence to the Philadelphia office.

YOU DON'T NEED

CINEMA

IS THE SENSATION

WESTERN UNION

FX-1201

SYMBOLS

- DL=Day Letter
- NL=Night Letter
- LT=Int'l Letter Telegram
- VLT=Int'l Victory Ltr.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

WUB027DL PD SALT LAKE CITY UTAH OCT 6NFT
AL LICHTMAN=

THE ROBE IS OUTGROSSING ANYTHING IN HISTORY AT THE LYRIC
 AND OUR AUDIENCES ARE WILDLY ENTHUSIASTIC ABOUT
 CINEMASCOPE. THIS GREAT NEW SYSTEM IS JUST AS EFFECTIVE
AND THRILLING IN OUR 1120 SEAT LYRIC ON 36 FOOT SCREEN
 AS IN DEMONSTRATION I SAW ON GIANT SIZE SCREEN AT YOUR
 STUDIOS. AM CONVINCED THAT CINEMASCOPE IS THE KEY TO
 THE FUTURE OF ALL THEATRES LARGE OR SMALL =
 JOE ROSENFELD LYRIC THEATRE



ASSES TO SEE THAT

SCOPE

OF THE INDUSTRY!

Is your theatre equipped for **The Robe** TECHNICOLOR

and the big parade of wonderful

 **CINEMASCOPE** pictures coming your way

from M-G-M, Walt Disney, Columbia,

Universal-International, United Artists,

Allied Artists and 20th Century-Fox.



RICHARD F. WALSH, VETERAN IATSE CHIEF, AND THOMAS MURTHA EXAMINE A DOOR PLATE FOR THE THOMAS J. SHEA MEMORIAL ROOM.

The IATSE Visits The Will Rogers Memorial Hospital

The Industry's Biggest Craft Union Gets A First-Hand View Of The Trade's Meritorious Undertaking



Hospital leaders preparing to leave Grand Central Station, New York City, with IA representatives visiting the Will Rogers Memorial Hospital, Saranac Lake, N. Y., include, left to right, Abe Montague, president; Walsh, vice-president, and Charles E. Lewis, executive vice-president.

THE work being done by the Will Rogers Memorial Hospital has been commended innumerable times, and every dollar donated to this industry effort to care for its members stricken with tuberculosis has been spent wisely.

Just how fine the job is, however, and just how great the need for additional funds were brought home with startling clarity when 150 members of the International Alliance of Theatrical Stage Employees and Moving Picture Operators of the United States and Canada visited union brothers who are patients and inspected hospital facilities.

Termed "IA Union Day," this marked the first time that the delegates, representing 14 states and Canada, had an opportunity to see first-hand how their contributions were spent, and the first time the hospital had greeted such a large group.

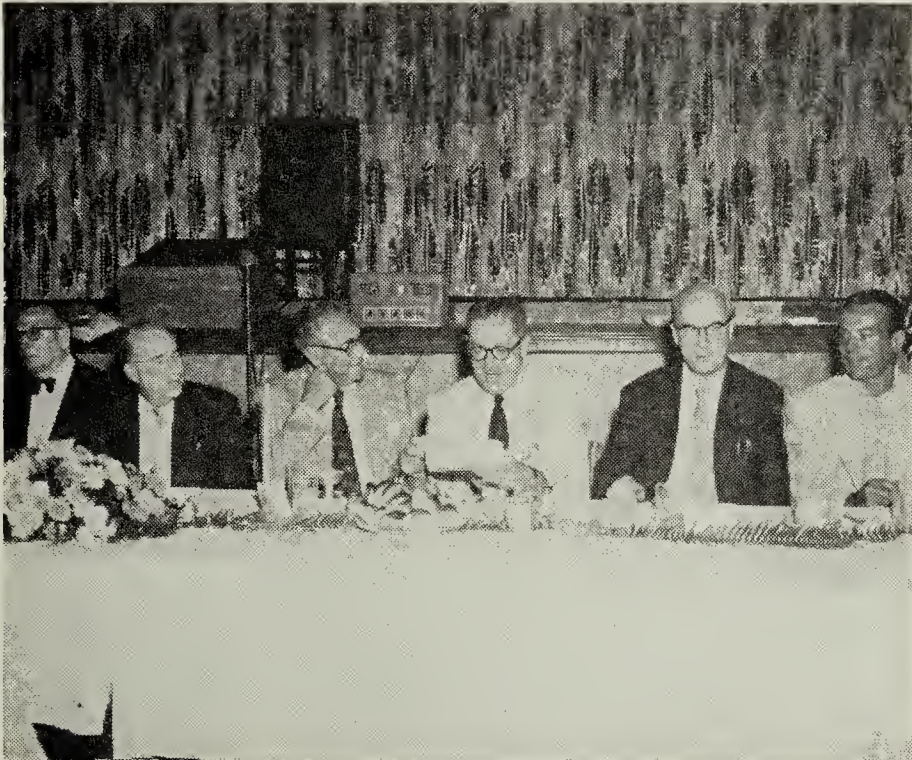
The union visitors, who make up the largest single organization receiving bene-

fits from the hospital's free services, inspected the newly decorated site and the newly equipped research laboratory.

A feature of the visit was the dedication of a hospital room in memory of Thomas J. Shea, IA Assistant International president, who died at the institution early this year after a long illness.

Leading the union delegation was Richard F. Walsh, IA president and hospital vice-president. They were welcomed to Saranac Lake, N. Y., by Abe Montague, hospital president, who stressed the necessity of full industry effort to insure the success of the annual Christmas "Salute" and coin box collection plan.

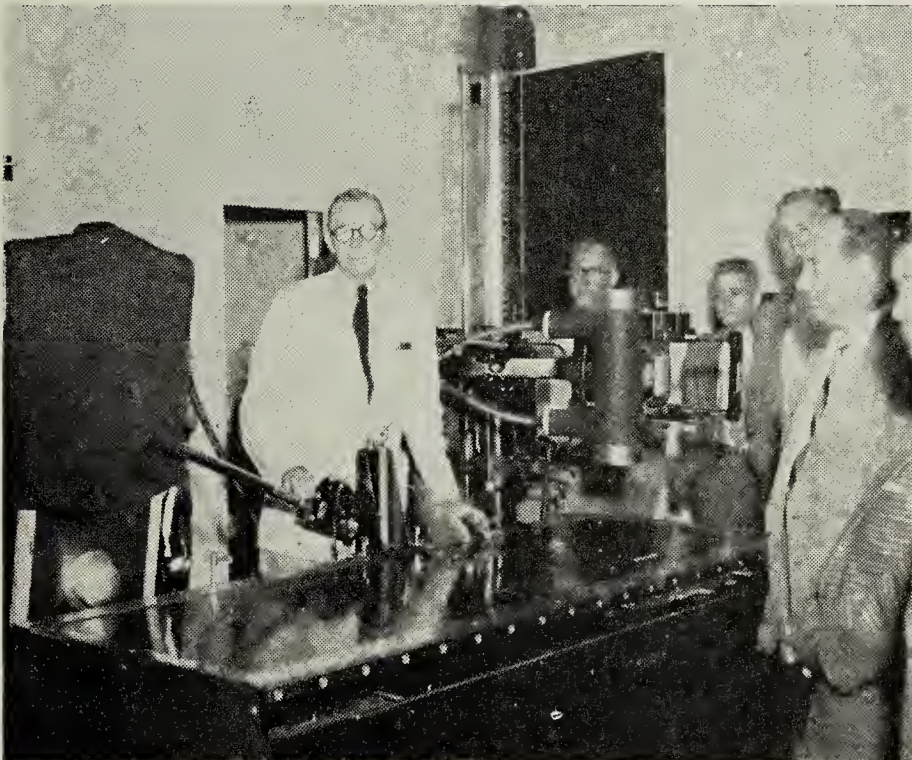
The IA visit left participants with the firm conviction that nowhere is there better care afforded tubercular patients than at the Will Rogers Memorial Hospital, plus a feeling of pride in the industry that truly lives up to the slogan, "Care For Our Own."



At the head table during lunch at the industry-supported tuberculosis hospital at Saranac Lake are, left to right, Harland Holmden, IA general secretary-treasurer; Walsh; Montague; Lewis; Hugh J. Sedgwick, IA Canadian vice-prexy, and Fred Schwartz, chairman, hospital finance committee.



Harry Garfman, right, IA Brooklyn local business agent, and Dr. George E. Wilson, standing at left, hospital medical director, visit with IA members who are patients at the hospital on the sun porch, after a tour. The union is the largest single organization benefitting from hospital service.



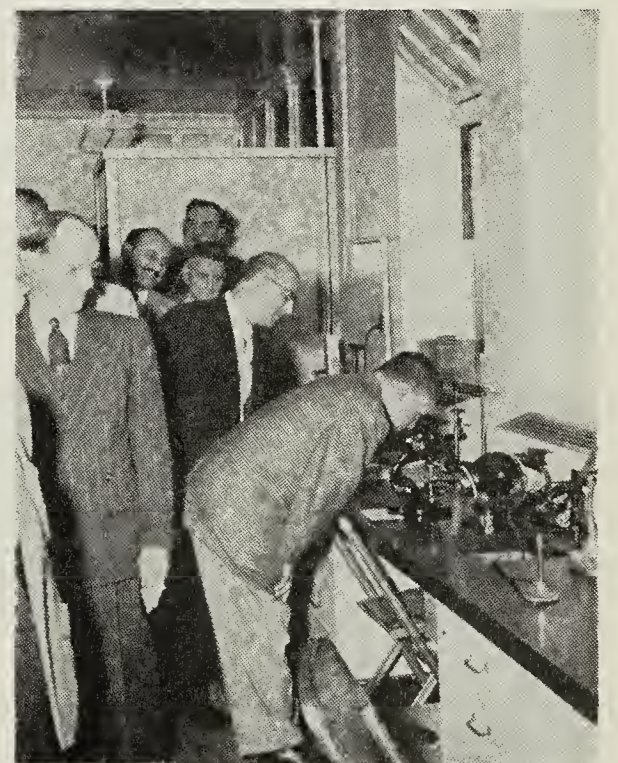
The IA visitors inspect the hospital's X-Ray equipment being demonstrated by Edward Vogt. Garfman and Izzy Schwartz are visible at right.



Patients and visitors take advantage of the late morning sunshine at Saranac Lake, and relax on the spacious grounds outside the hospital.



Arriving at Saranac Lake after the ride aboard the special IA train are, left to right, James Ambrosia, Local 306, New York, business agent, Steve D'Inzillo, Garfman, Izzy Schwartz, Max Kessler, and Ernest Lang, Local 306 secretary. All visiting unionmen were taken on a tour of the hospital, and learned first hand what a wonderful job is being done by the industry in caring for the patients.



Izzy Schwartz, former flyweight boxing champion, now the financial secretary, Local 306, examines tuberculosis organisms through a laboratory microscope. Dr. Wilson is at left.

S. P. EAGLE

presents

PATRICE MUNSEL

in **MELBA**

▶ **Color by Technicolor** ◀

with **Robert Morley**

Screenplay by Harry Kurnitz • A Horizon Pictures
Production • Directed by Lewis Milestone

GARY COOPER in
**RETURN TO
PARADISE**

▶ **Color by Technicolor** ◀

Directed by Mark Robson • Produced by Theron
Warth • Screenplay by Charles Kaufman • Based
upon the book by James A. Michener • Director
of Photography, Winton C. Hoch, A.S.C. • Music
composed and conducted by Dimitri Tiomkin
An Aspen Picture

TODAY

WILLIAM HOLDEN
DAVID NIVEN
MAGGIE McNAMARA
in
**THE MOON
IS BLUE**

Produced and Directed by Otto Preminger
Written for the screen by F. Hugh Herbert
A Preminger-Herbert Production

VICTOR SAVILLE
presents

**MICKY SPILLANE'S
I, THE JURY**

▶ **in 3-Dimension** ◀

introducing

BIFF ELLIOT as **Mike Hammer**
with **Preston Foster** • **Peggie Castle**

Written for the screen and Directed by
Harry Essex • A Victor Saville Production

SABRE JET

▶ **in Color** ◀

by **Color Corp. of America**

starring

Robert Stack • **Coleen Gray**
Richard Arlen • **Julie Bishop**
Leon Ames

Produced by Carl Krueger • Directed by
King • Screenplay by Dale Eunson and K.
Albert • Story by Carl Krueger • Music Composed
and Conducted by Herschel Burke Gilmore

GUN BELT

▶ **Color by Technicolor** ◀

starring

George Montgomery
Tab Hunter

Directed by Ray Nazarro • Screenplay by Richard
Schayer and Jack DeWitt • Story by Arthur Orloff
A Global Productions Presentation

**THE JOE LOUIS
STORY**

with

Paul Stewart • **Hilda Simms** • **James Edwards**
John Marley • **Dotts Johnson**

and introducing

Coley Wallace as **Joe Louis**

A Walter P. Chrysler, Jr. Presentation • Produced
by Stirling Silliphant • Directed by Robert Gordon
Original Screenplay by Robert Sylvester

EDWARD SMALL presents
JOHN PAYNE • EVELYN KEYES
in **99 RIVER
STREET**

with

Brad Dexter • **Frank Faylen** • **Peggie Castle**
Directed by Phil Karlson • Screenplay
Robert Smith • Story by George Zuckor

SOL LESSER presents

EDWARD G. ROBINSON
PAULETTE GODDARD

in

VICE SQUAD

with **K. T. Stevens** • **Porter Hall**
Produced by Jules V. Levy and Arthur
Gardner • Directed by Arnold Laven
Screenplay by Lawrence Roman

AUBREY SCHENCK
presents

WAR PAINT

▶ **in Pathe Color** ◀

starring

Robert Stack • **Joan Taylor**
Charles McGraw

A K B Production • Produced by Howard
Screenplay by Richard Alan Simmons
Berkeley • Directed by Lesley Selander

YVONNE DeCARLO
CARLOS THOMPSON
in
FORT ALGIERS

Produced by Joseph N. Ermolieff • Directed by
Lesley Selander • Screenplay by Theodore St.
John • Associate Producer Edward L. Alperson, Jr.

THE BIG ONES

AND TOMORROW

ACT OF LOVE

Anatole Litvak's production starring Kirk Douglas. Screenplay by Irwin Shaw, from Alfred Hayes' best-seller, "Girl on the Via Flaminia".

ALEXANDER THE GREAT

Academy Award winner Robert Rossen's production. Spectacle on an impressive scale.

BEAT THE DEVIL

John Huston's production starring Humphrey Bogart, Jennifer Jones, Gina Lollobrigida.

BRONCO APACHE

Burt Lancaster's first for U.A. An adaptation of Paul Wellman's best-selling western, in color by Technicolor.

CROSSED SWORDS

Errol Flynn stars in a swashbuckling adventure story. Filmed in spectacular Pathecolor.

PERSONAL AFFAIR

Gene Tierney, Leo Genn and Glynis Johns are starred in a drama of great suspense.

STAR OF INDIA

Cornel Wilde and Jean Wallace in a Widescreen, color by Technicolor adventure.

THE BAREFOOT CONTESSA

Joseph L. Mankiewicz' eagerly awaited production — his first for U.A. A romantic drama with an all-star cast.

THE GOLDEN WARRIORS

Elia Kazan directs this S. P. Eagle production of Budd Schulberg's original screenplay.

THE MILLION POUND BANK NOTE

Gregory Peck stars in an adaptation of Mark Twain's immortal story, in color by Technicolor.

THE PURPLE PLAIN

Another Gregory Peck starrer, in color by Technicolor based on E. H. Bates' best-seller.

THE STORY OF WILLIAM TELL

Errol Flynn stars in this all-time favorite legend. U.A.'s first CinemaScope release, filmed in Pathecolor.

COME THRU UA

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Distribution

The Colosseum approves the offer of distributors for \$5 weekly and \$1 more daily expense (page 13).

Paramount will make its 3-D pictures available as well in 2-D (page 17).

20th-Fox vice-president Charles Einfeld emphasizes promotion at a sales meeting (page 18).

Columbia holds a two-day sales conference in New York (page 21).

Exhibition

Moe Silver, national exhibitor chairman for the Will Rogers Memorial Hospital "Salute," reveals his committee (page 13).

"The Robe" continues to break records (page 20).

Jack Fitzgibbons, Jr., is elected president, International Popcorn Association, at the Chicago meeting, and the delegates hear exhibitor leaders (page 20).

Financial

Monogram reveals that it made more profit for the past year than in the preceding year (page 20).

International

John J. Fitzgibbons, in addressing the Famous Players Canadian Conference in Toronto, pays tribute to the industry (page 16).

United Artists will handle Allied Artists product in Australia (page 16).

Adolph Zukor will be honored at a ball in London (page 16).

Mel Konecuff

The plans of the National Conference of Christians and Jews for the coming drive, the bow of Betty Hutton at the Palace, New York City, and an interview with Robert Rosson are covered (pages 12 and 22).

Organizations

AMPA will start its new showmanship school in New York City on Nov. 5 (page 12).

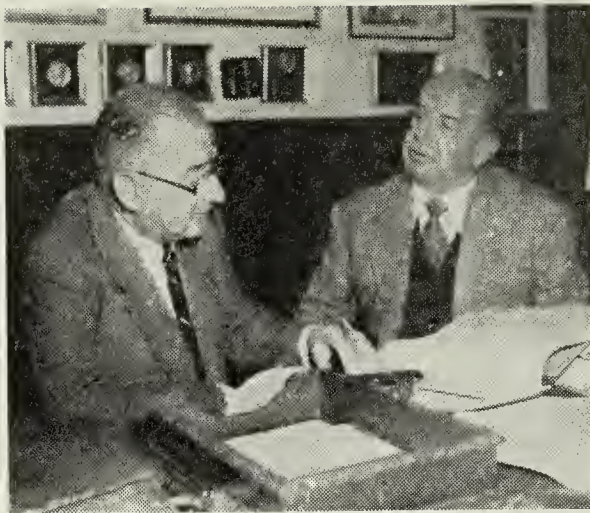
General James A. Van Fleet will be a speaker at the TOA convention in Chicago on Nov. 5 (page 13).

Production

Ben Kalmenson, WB sales chief, reveals the product that will be forthcoming from the organization in the new season (page 17).

Technical

The SMPTE hears some new developments in lighting for drive-in owners at its convention (page 20).



Herbert J. Yates, president, Republic, right, and Herbert Wilcox, partner in a series of international pictures with Republic, recently discussed on the west coast forthcoming plans for the American release of "Laughing Anne" and other films to be made by the British producer-director.

Newcomers Perk Up Broadway Grosses

NEW YORK—"The Big Heat," Criterion, and "Torch Song," State, opened strong on Broadway, and the Roxy and Radio City Music Hall continued playing to top business. In other houses, business was sluggish.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE ROBE" (20th-Fox). Roxy reported \$108,681 for this CinemaScope attraction for Thursday through Sunday, with the fifth week heading for \$155,000.

"BLOWING WILD" (WB). Paramount, with stage show, reported \$58,000 for the second week.

"MOGAMBO" (MGM). Radio City Music Hall, with stage show, announced a gross of \$86,000 for Thursday through Sunday, with the third week expected to hit \$131,000.

"THE BIG HEAT" (Columbia). Criterion claimed \$28,000 for the opening week.

"LITTLE BOY LOST" (Para.). Rivoli reported \$32,000 for the fourth week.

"THREE GIRLS FROM ROME" (IFE). Globe announced \$9,500 for the first, and last, week.

"THE CADDY" (Para.). Mayfair was looking toward \$17,500 for the fifth week.

"MAIN STREET TO BROADWAY" (MGM). Astor expected the first week to hit \$15,000.

"TORCH SONG" (MGM). Loew's State expected the first week to tally \$45,000.

"FROM HERE TO ETERNITY" (Col.). Capitol was certain to reach \$58,000 for the 11th week.

"THE MOON IS BLUE" (UA). Victoria reported the 15th week would hit \$16,000.

AMPA School Starts In Nov.

NEW YORK—The 1953-1954 term of the showmanship school conducted by Associated Motion Picture Advertisers, Inc., will begin on Nov. 5, it was announced last week by AMPA President Lige Brien and showmanship school chairman Maurice Bergman.

Classes in the 12-session school devoted to teaching advanced features of motion picture advertising, publicity, and exploitation will be held at the Hotel Astor, every Thursday from 6.15 p. m. to 8 p. m. Six sessions will be held during November and December and six in 1954.

New York News Letter

— By Mel Konecuff —

THE EXECUTIVE COMMITTEE of the amusement division of the National Conference of Christians and Jews met last week at the Waldorf in a luncheon session and the business



KONECOFF

included a report on the 1952-53 campaign by chairman Sol Schwartz, presentation of Brotherhood Awards and suggestions for the 1954 campaign.

J. Robert Rubin, chairman, called the campaign conducted by Schwartz the best in history and extended the organization's thanks to him as well as an inscribed award.

Schwartz accepted on behalf of the many people who participated in the campaign and reported that the amusement division collected a total of \$117,825, \$36,627 more than the previous year and \$1,000 more than in 1947, the best year in a lush period. The year saw 1400 theatres participating, as compared to 485 the previous year, with \$50,000 being collected compared to \$17,000 the previous year.

He also took the occasion to note that over 90 per cent of the theatres are not doing anything in the campaign, with a great potential in the offing. The smaller theatres, he reported, are the ones really taking part, doing a great job, while the big first-runs are just minor participants. He estimated that eventually a minimum of 8,000 should collect an average of \$250 per house, which should be the goal for the future, with a yearly take from the industry falling between \$300,000 to \$500,000.

Rubin paid tribute to Mort Sunshine for his part in making the dinner and other functions the huge successes they were, and he, too, was presented with an inscribed medallion.

Rubin announced that Emanuel Frisch, prominent exhibitor, was named to head the amusement division for the 1953-54 campaign and hoped to be able to do the type of job that was required with the assistance of Gene Picker, Sol Schwartz, and Harry Brandt, as well as Max Youngstein. Also addressing the meeting were Sam Rinzler, Si Seadler, Youngstein, and Brandt.

PREMIERE: Wanna come along to the opening of the Betty Hutton show at the Palace? Won't cost you a thing. As we draw near the theatre, you have to get through the police lines keeping the thousands of curious back from the entrance.

(Continued on page 22)

Colosseum Approves Distributors' Offer

General Van Fleet Scheduled To Address TOA Chi. Banquet

NEW YORK—General James A. Van Fleet has accepted an invitation to be the principal speaker at the 1953 convention and trade show of the Theatre Owners of America, Conrad Hilton Hotel, Chicago, Nov. 1-5, 1953, it was reported last week by Alfred Starr, TOA president. General Van Fleet will speak at the annual President's Banquet on Nov. 5. In attendance, besides members of the TOA, will be members of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association.

Top theatre concessions officials and leading concessions manufacturers will convene at the convention and trade show for the benefit of exhibitors throughout the nation, it was reported by Abe Z.

Bloom, TOA concessions committee chairman.

The concessions forum will be held from 2 to 5 p.m. on Nov. 2. The panel will include members of the TOA concessions committee, with Bloom as moderator. The agenda will include talks by representatives of concessions manufacturers, including Lester Rosskam, Quaker City Chocolate and Confectionery Company, for candy; Harry Bresler, president, Bresler Ice Cream Company, for ice cream; and speakers for popcorn and for soft drinks, to be announced later.

Panel members will discuss items selling well in their particular territories. This will be followed by a question and answer period.

Salesmen Will Get \$5 Hike And \$1 More Daily Expense; Insurance Plan Investigated Wild Again Heading Body

NEW ORLEANS—The Colosseum of Motion Picture Salesmen at its annual convention last fortnight approved the recommendation of its executive committee to accept a new proposed contract with the distributors.

The pact would give a \$5 per week salary boost to all film salesmen, plus a \$1 per day increase for on the road expenses, from \$9 to \$10 per day.

City salesmen will receive a daily expense increase of 75 cents per day, going from \$4 to \$4.75 per day.

Salesmen with 12 months of experience will receive a minimum salary of \$80 per week, and other provisions of the contract will remain unchanged from the present pact.

David Beznor is general counsel for the body.

Reelected were Raymond W. Wild, Dallas, president, and James McCormick, Decatur, Ga., first vice-president. New officers include Glenn Haviland, Seattle, second vice-president; Jack Eckhardt, Chicago, executive secretary; and Edgar E. Shinn, New Orleans, treasurer.

A record budget to conduct next year's activities was voted upon favorably. It was declared that insurance provisions vary widely among the various film companies and that health and accident provisions are inadequate. A committee was formed to investigate a group insurance program for all Colosseum members. This committee will select the most favorable policy presented to the group by five insurance companies.

New district vice-presidents and committeemen were elected, including Gordon Bugie, Albany, and Floyd Klingensmith, Tarentum, Pa., eastern; K. L. Dotterer, Indianapolis, and D. C. Chapman, Milwaukee, central; William Wink, Omaha, and Paul Weiss, Minneapolis, midwestern; Tom McKean, Oklahoma City, and C. Huncek, Charlotte, southern; and Wayne Bateman, Los Angeles, and Bill Tomlinson, San Francisco, western. Appointed as assistant treasurers were H. F. Mosely, New Orleans, and Norman Lougee, Chicago. Reappointed as publicity directors were L. J. Seidelman, Milwaukee, and V. Christian, Dallas.

Next year's convention will be in Chicago. The convention closed with the traditional memorial dedication for Frank Salley, Colosseum founder.

Silver Announces Exhib "Salute" Group

NEW YORK—Moe Silver, Stanley Warner executive, and national exhibitor chairman for the Will Rogers Memorial Hospital's annual Christmas "Salute," announced last week that a full complement has been appointed in every exchange area.

The committee comprises: Albany, Saul Ullman and Charles Smakwitz; Atlanta, E. E. Whitaker and John W. Harrell; Boston, Charles Kurtzman; Buffalo, George McKenna; Charlotte, Scott Lett; Chicago, Jack Kirsch; Cincinnati, Philip Chakeres; Cleveland, Bert Lefkowitz; Dallas, William J. O'Donnell; Denver, William Hastings; Des Moines, Leo Wolcott; Detroit, Jim Sharkey and Art Robinson; Florida, Guy Kenimer; Indianapolis, Marc Wolf; Kansas City, Elmer Rhoden, Jr.; Los Angeles, Milton Hossfeld; Memphis, Herbert Kohn; Milwaukee, Ben Marcus; Minneapolis, Tom Burke; New Haven, Harry Feinstein and Harry Shaw; New Orleans, Henry Plitt; New York, Charles B. Moss; Oklahoma City, Morris Lowenstein and Ralph Drewry; Omaha, Glenn K. Slipper; Phila-

Filmakers Holds Regional

CHICAGO—The first regional sales meeting of Filmakers Releasing Organization was held last week at the Blackstone Hotel. Irving H. Levin, president, Filmakers, and Harry L. Mendell, vice-president in charge of domestic distribution, flew out from Hollywood to preside and to show "The Bigamist."

Filmakers' exchange personnel who attended included John W. Mangham, Atlanta; Albert Dezel, Chicago; Jay Goldberg, Cincinnati; Herman Beiersdorf, Dallas; Joseph W. Bonn, Indianapolis; Fred A. Meyers, Memphis; William Benjamin, Milwaukee; Harold Feld, Des Moines and Omaha; G. Phillis and H. Gorelick, St. Louis; and William Gaffney, Kansas City.

Filmakers Releasing Organization will hold other meetings in New York and San Francisco.

Philadelphia, Ted Schlanger; Pittsburgh, Harry Handel; Portland, Tom Walsh and Art Adamson; St. Louis, Edward B. Arthur; Salt Lake City, Arthur Jensen and Roger Mendenhall; Seattle, Bill Conner; and Washington, D. C., Morton Gerber.

The "Salute" started on Oct. 15.



Division managers, assistants, and branch managers are seen at the recent 20th Century-Fox sales meeting which was held at the New York home office to decide new policies and new productions.

SW Director Setup Changed

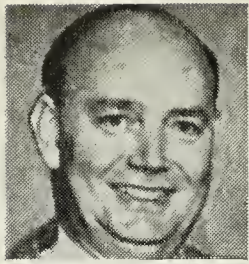
WASHINGTON—A company statement filed last week with the Securities and Exchange Commission revealed that the by-laws of the Stanley Warner Corporation have been changed to expand the board of directors from five to six. The directors, it was stated, will be divided into two classes, one three-man group holding office until the annual meeting in 1954 and the other group holding office until the 1955 meeting.



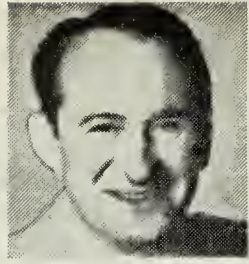
EDWARD SPIERS
Indianapolis



W. E. FINCH
Dallas



JAMES MYERS
San Francisco



MILTON LIPSNER
Washington, D. C.



WM. CARMICHAEL
Oklahoma City



MILTON GURIAN
Cincinnati



HOWARD R. ...
Des Moines



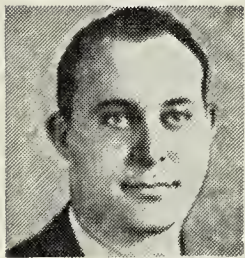
NATE DICKMAN
Albany



F. E. DYER
Charlotte



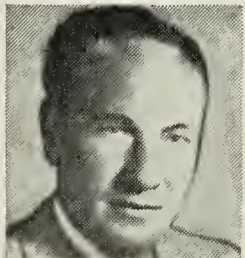
C. J. DUER
Denver



IRVING MARKS
Minneapolis



NAT FURST
New York



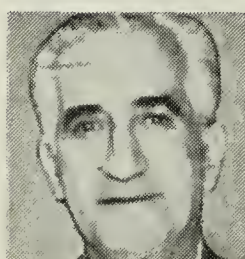
JACK FELIX
Portland



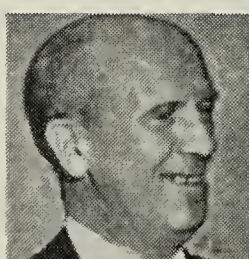
JOHN PAVONE
New Haven



ED CRUEA
Seattle



M. SCHWEITZER
St. Louis



BEN ABRAMS
Boston



M. J. E. MCCARTHY
Los Angeles



RAY COPELAND
Kansas City



NAT NATHANS
Chicago

"The Exhibitor's Best Friend is his Branch Manager!"

That's how one theatre owner, with a talent for putting a lot of meaning into a few words, describes the vital role the branch manager can play in the success story of the exhibitor.

We believe that this is especially true of the Allied Artists branch manager, for he is encouraged to think of a film sale in terms of your needs ... your profits ... your good will.

He is about to demonstrate that policy of friendship—and you can too—more convincingly than ever in the forthcoming Allied Artists Branch Managers' National Championship celebration, from October 31, 1953 to January 29, 1954. This unusual testimonial event has been designed to give the honors, as well as the prizes, to your "best friend" in show business. The sales drive in your territory will be given the name of your Allied Artists branch manager. Likewise, the sales drives in all of the other branches will bear the names of their respective managers.

Allied Artists will be sincerely grateful for your support of our company's representative in your territory to help him win the national championship. His genuine desire to merit your friendship will be backed by a lineup of outstanding attractions which promise to yield more boxoffice revenue than any previous product in Allied Artists' exciting history.

Marcy R. Goldstein

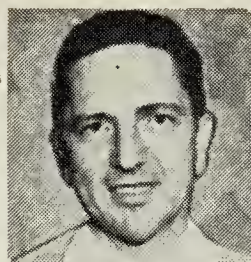
Vice-President and General Sales Manager



RAY PRICHARD
Memphis



MAX GILLIS
Philadelphia



HENRY GLOVER
New Orleans



SAM SCHULTZ
Cleveland

Allied Artists
BRANCH MANAGERS'
National
CHAMPIONSHIP
 OCT. 31, 1953 to
 JAN. 29, 1954

Some of the Outstanding
Releases Timed for
Your Branch
Managers
Sales
Drive!

MARK STEVENS
in **"JACK SLADE"**
with DOROTHY MALONE

"FIGHTER ATTACK" in **Color** starring
STERLING HAYDEN, JOY PAGE, J. CARROL NAISH

IDA LUPINO, HOWARD DUFF in **"JENNIFER"**

"DRAGONFLY SQUADRON" in **3-D**
starring JOHN HODIAK, BARBARA BRITTON, BRUCE BENNETT

LOUIS HAYWARD in **"The ROYAL AFRICAN RIFLES"** in **Color**
co-starring VERONICA HURST

RICHARD CONTE, JOAN BENNETT, WANDA HENDRIX
in **"HOUSE IN THE SEA"**

"THE MAZE" starring RICHARD CARLSON, VERONICA HURST

LEO GORCEY, HUNTZ HALL and THE BOWERY BOYS in **"PRIVATE EYES"**

"THE GOLDEN IDOL" starring BOMBA of the JUNGLE
played by JOHNNY SHEFFIELD

WILD BILL ELLIOTT WAYNE MORRIS in
in **"VIGILANTE TERROR"** **"TEXAS BADMAN"**

"The LITTLE RASCALS"
in The Funniest Shorts
in the World!



RAY TRAMPE
OLIVER TRAMPE
Milwaukee



J.E. HOBBS
Atlanta



ABE WEINER
Pittsburgh



SOL FRANCIS
Omaha



DON TIBBS
Salt Lake City



NAT LEVIN
Detroit



HARRY BERKSON
Buffalo

The International Scene

Canada

Fitzgibbons Proud Of Trade Association

TORONTO—Pride in his association with the industry was expressed by John J. Fitzgibbons in his closing address to the eastern conference of Famous Players Canadian Corporation managers, partners, and associates meeting at the King Edward Hotel last fortnight.

The president and managing director, this year celebrating "one-third of a century of leadership in entertainment," pointed out "we can be proud of our business regardless of the commercial aspects." Fitzgibbons said the industry had done a great deal toward keeping the avenues of communication open.

Speaking at the closing dinner which included distributors, Fitzgibbons referred directly to the success of the four days of conferences.

Those who made presentations to the meetings were complimented for their contributions by Fitzgibbons. Especially singled out, was the chairman, Morris Stein, eastern division general manager. Fitzgibbons then went on to compliment Rube Bolstad, vice-president.

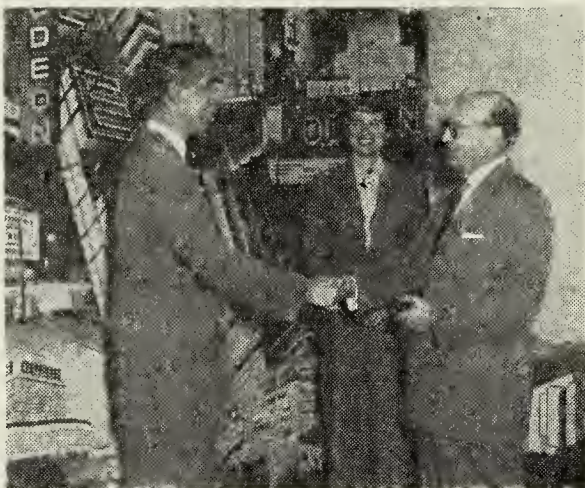
Making his maiden address before members of the industry, the newly-appointed National Film Board Commissioner, Dr. A. W. Trueman, expressed his appreciation "at the kindness with which I have been received. I was scared to death of the industry."

Others who spoke at the closing dinner were W. W. O. Fenety, Famous Players partner in Fredericton, N. B.; Gordon Lightstone, general manager, Paramount Film Service in Canada; Rube Bolstad, vice-president, Famous Players; and Norman Robertson, a director of Famous Players.

Two head tables were set up for the closing dinner. One included executives of the Famous Players organization, and Dr. Trueman; the second table accommodated partners. The latter included W. W. O. Fenety, Mr. and Mrs. Jule Allen, Mr. and Mrs. S. Fine, Mr. and Mrs. Chris Georgas, Mr. and Mrs. Gordon Spencer, John Ganetakos, J. Harper Kent, Stuart Fleming, Clarence Markell, and Mr. and Mrs. Nat Taylor and Mrs. Joshua Smith.

At the opening session of the conferences, Fitzgibbons said the company's interest in television, Telemeter, and community antennas in no way indicated a decline in regard for its movie houses. Such interest was designed to guarantee the company's future in the face of changing conditions, and he urged that the lack of a definite pattern at this time not be allowed to interfere with the utmost application toward bringing the greatest return for motion pictures.

He said the development of optical equations had not passed over the film industry, rather they have flowed in greater measure of benefit to motion pictures than to any other business. He



Jacques Martin, Mercier, Montreal, Canada, was recently greeted by David Griesdorf, general manager, Odeon Theatres (Canada) Limited, on his arrival in Toronto to be honored as the circuit's new "champion showman." Looking on is Janet Parker, head office receptionist. Martin was feted at a special trade luncheon, where he was awarded his cash prize and showmanship trophies.

emphasized the importance of theatres in the community.

Stein emphasized no crisis was faced by the industry at this time, but the job, he explained, must be attacked with more vigor than ever before. Bolstad cited statistics to indicate the stability of the business. The conference, Bolstad said, was much like a large staff-meeting, "where we can look at our jobs, and see what we can do to improve our theatres."

The four-day conference started off with a demonstration of CinemaScope at the Imperial, introduced by Alex Harrison, 20th-Fox, New York. A discussion on product was held at Shea's with Ben Geldsaler, chief buyer leading, and trailers of the product were shown. Other speakers were Jules Wolfe, maintenance, and James Nairn, advertising and publicity.

More than a half day was devoted to confection sales in a session led by Jack Fitzgibbons, Jr., president, Theatre Confections Limited. He noted the absence, due to illness of Andy Rouse, but introduced others of his staff, Ken Wells, Norm Rea, and John Flannagan. Fitzgibbons said there was a trend to the higher priced lines, so much so that the manufacturers had cut down on cheaper lines. The popular flavor among ice creams, he said, was cherry. The various candy, ice cream, and soft drink manufacturers who set up displays in a room adjoining the conference room were thanked. All during the sessions, the companies, through Theatre Confections Limited, distributed their various products to all attending. A new feature in theatres introduced by Bunny Markell, Cornwall, Ont., is butter-corn.

Gift tickets were discussed by Norm "Bud" Barker while George Cuthbert and Pete Brown dealt with technical operations of the theatre. Various managers spoke on various advertising campaigns they had run, and short-cuts in service, handling of patrons, and other aspects of theatre operation were presented.

Canadian Comment

Offer of an outright gift of 27 acres of land by the City of Ottawa to the federal

government as an inducement to retain the National Film Board in Ottawa is being studied carefully. Plans had been announced to move the board to Montreal, and the mayor of Ottawa, Dr. Charlotte Whitton, made the land offer as well as a plan for a 300-unit low-rental housing development with special priority for NFB employees. Further discussions are to be held by the cabinet, and with city representatives. A 17-page "Save-the-Capital" brief was read by Dr. Whitton in which she urged that parliament be allowed to decide the site of the Film Board on a "free, non-party vote." Plans are in the works for a building in Montreal costing \$6,000,000, though no tenders have been called.

CINE CHATTER: A new member of the Vancouver branch of the Picture Pioneers is Washington Thorn, Steve, Steveston. . . . Special invitations were sent out to the industry by the Centre, St. Catharines, to a demonstration showing on its wide-screen. . . . Lawrence Allen, manager, Willow, Willowdale, is the father of a girl, a third addition to his family. . . . An invitational screening of "Mogambo" was held by MGM and Loew's at the latter theatre. . . . Ontario managers of Odeon Theatres held their annual conference to deal with discussions on management, exploitation, and policy. . . . The Motion Picture Theatres Association of Ontario sent out a questionnaire to all members on the recommendations for a Motion Picture Institute for the industry in Canada. . . . The mayor of Hamilton officiated at the reopening of the Playhouse, Hamilton, at the invitation of owners Anthony and Stanley Patzalek following reconstruction. . . . Robert Hambleton's Capitol, Delhi, Ont., has been closed indefinitely by order of the Ontario Theatres Inspection Branch for sanitary reasons. . . . Veteran Toronto exhibitor, William Bailey, who was connected with the early exhibitors association, passed away. . . . Wilf Jobbins has been confirmed as chief, National Film Board's commercial division. . . . The Capitol, Quebec City, recently celebrated its 50th anniversary.

—HARRY ALLEN, JR.

Australia

United Artists will undertake the distribution of Allied Artists product in Australia, according to a joint announcement made by Arnold M. Picker, vice-president, UA, in charge of foreign distribution, and Norton V. Ritchey, president, AA's foreign subsidiary. Details of the agreement were worked out in Sydney by Ron Michaels, UA's managing director in Australia, and William Osborne, AA's representative in the territory.

England

In London, Adolph Zukor, Paramount board chairman, will be honored at a banquet and ball to be given by the industry at the Mayfair Hotel on Oct. 29. Zukor will also attend the Royal Film Performance at the Leicester Square Odeon on Oct. 26 and will be the guest of the Cinema Veterans on Oct. 30.

This Was The Week When

The studios of the J. Arthur Rank Organization were revealed as having 16 films in production in England, with 10 in Technicolor. . . . The world premiere of UA's "Donovan's Brain" was held in San Diego, Cal., in three theatres. . . . The annual general meeting of all Shea Circuit managers was scheduled for Pittsburgh on Oct. 27 and 28, according to Gerald Shea, president. . . . Hallmark Productions, Inc., stopped all future plans for roadshow motion picture productions, but will continue to distribute four films it is now handling. . . . "Annapurna," which will have its American premiere at the Trans-Lux 52nd Street, New York City, had its first public showing in this country at the Keene Valley High School, Keene Valley, N. Y., as a benefit. . . . U-I revealed that "Walking My Baby Back Home" will be given a comprehensive pre-selling campaign.

Columbia's board declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock. . . . RKO set the world bows of its "Appointment In Honduras" for the Missouri, Kansas City, and Palace, Cleveland, for Nov. 4 and 5, respectively. . . . Paramount held the world premiere of "Botany Bay" at the Fox, San Diego, Cal. . . . Imperial Film Distributors announced the acquisition of "Climbing Mount Everest" for this country. . . . 20th-Fox set the world bow of "How To Marry A Millionaire," in Technicolor and CinemaScope, for the Rivoli and Globe, New York City, on Oct. 29. . . . UA scheduled a starting budget of \$500,000 for advertising, publicity, and exploitation of "Act Of Love." . . . Fine Arts revealed that it would distribute three features from London Films in this country, "Twice Upon A Time," "Folly To Be Wise," and "The Passionate Sentry"

Kalmenson Announces WB Program With Emphasis On Story Values

CHICAGO—Ben Kalmenson, Warners' vice-president in charge of distribution, presided over a two-day sales meeting of district managers last week. Product for release during the next four months highlighted the conferences.

Production discussed included "So Big," "Calamity Jane," "Hondo," "The Beggar's Opera," "Thunder Over The Plains," "The Eddie Cantor Story," "The Phantom Ape," "The Diamond Queen," "The Boy From Oklahoma," "Three Sailors And A Girl," and "His Majesty O'Keefe."

Emphasis on top story properties is the keynote of the Warner Brothers' program, Kalmenson said at the meeting.

He declared:

"Each picture will be available in the forms which give it maximum box office returns. We are selling motion pictures—stories, multi-million dollar production values—not aspect ratios and dimensions. The most important dimension of every picture is how deep it hits the public. A variety of product for every kind of theatre situation will be produced for distribution by Warners in a manner designed to make the best possible use of the individual story's possibilities, whether in wide-screen WarnerScope, 3-D, 2-D, or anything else.

"Warner Brothers intends to continue and to expand the policy of top stories indicated by some of the recent Warner deals for current best-sellers like the Book-of-the-Month club selection, 'The High And The Mighty,' starring John Wayne with Claire Trevor, Laraine Day, Lionel Barrymore, Keenan Wynn, Jan Sterling, and Robert Newton, directed by William A. Wellman; 'Battle Cry,' Leon Uris' best-selling novel; George Stevens' production of Edna Ferber's 'Giant,' to be directed and produced by George Stevens in association with Henry Ginsberg; 'So Big,' Edna Ferber's Pulitzer prize story; 'Mr. Roberts,' a Joshua Logan-Leland

Hayward production, based on the play by Thomas Heggen and Joshua Logan; and Alfred Hitchcock's 'Dial M For Murder' in WarnerColor, starring Ray Milland, Grace Kelly, and Robert Cummings, directed by Alfred Hitchcock."

Among the first pictures for distribution in the new WarnerScope process will be "Helen Of Troy," set for immediate production in Rome.

A recently acquired story property is "Anastasia," an exciting romantic drama by Marcella Maurett.

Among the other important properties which Kalmenson mentioned as forthcoming productions of the Burbank studio were:

The life story of General George S. Patton; "East Of Eden," based on John Steinbeck's story, to be directed and produced by Elia Kazan; "The Talisman," by Sir Walter Scott, including filming in wide-screen WarnerScope and WarnerColor, David Butler directing; "Triple Jet Ace," from the Korean war exploits of hero Captain Joseph McConnell; "A Star Is Born," starring Judy Garland and James Mason, with Charles Bickford and Jack Carson prominently featured, Sid Luft producing in Technicolor from a script by Moss Hart, and George Cukor directing; "The Eddie Cantor Story," in Technicolor, starring Keefe Brasselle and Marilyn Erskine, produced by Sidney Skolsky, and directed by Alfred E. Green; "Calamity Jane," starring Doris Day and Howard Keel in a Technicolor musical, produced by William Jacobs, and directed by David Butler; "Crown Of Glory," by Agnes Slight Turnbull, to be produced by Henry Blanke; "Black Ivory," from the Polan Banks novel; "Land Of The Pharaohs," to be produced and directed by Howard Hawks, developed as a novel by Nobel prize winner William Faulkner, also writing the screen play; "Hondo," in 3-D WarnerColor, starring John Wayne in a Wayne-Fellows production, and introducing Geraldine Page; "Daniel And The Woman Of Babylon"; "Rear Guard," J. Warner Bellah's story, starring Guy Madi-

Paramount 3-D's Now Available In 2-D

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Corporation, announced last week, at the meeting of division managers that Paramount is making available immediately prints on "Sangaree," "Those Redheads From Seattle," and "Flight To Tangier" for both 2-D and 3-D exhibition.

Barney Balaban, president, Paramount Pictures, addressed the opening session of the scheduled week-long meeting of division managers and home office executives. Approximately 24 executives, including assistant division managers and heads of various home office departments, attended.

Schwalberg and E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, shared in keynoting the meeting.

Other speakers included Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation, who will conduct special sessions on promotion.

Pictures on which the meeting is concentrating include: "Roman Holiday," "The Caddy," "The War Of The Worlds," "Little Boy Lost," "Those Redheads From Seattle," "Flight To Tangier," "Cease Fire," "Here Come The Girls," "Forever Female," and "Money From Home."

Meanwhile Adolph Zukor, board chairman, Paramount Pictures, and George Weltner, president, Paramount International Films, Inc., left by plane for Paris, the first of five European capitals they are scheduled to visit during October and November in conjunction with the worldwide motion picture industry celebration of Zukor's 50 years in the film business.

Russell Holman, Paramount Pictures production executive, left for Rome to join Zukor and Weltner.

son, in WarnerColor, David Butler directing, and David Weisbart producing; "Them!", a science-fiction thriller, starring Edmund Gwenn, James Whitmore, James Arness, and Joan Weldon, Gordon Douglas directing with David Weisbart producing; "His Majesty O'Keefe," in Technicolor, starring Burt Lancaster with Joan Rice, produced by Harold Hecht, and directed by Byron Haskin from the story by Lawrence Klingman and Gerald Green; "Lucky Me," starring Doris Day, Robert Cummings, Phil Silvers, Eddie Foy, Jr., and Nancy Walker, directed by Jack Donohue, and produced by Henry Blanke; "The Boy From Oklahoma," in WarnerColor starring Will Rogers, Jr., and Nancy Olson, directed by Michael Curtiz, and produced by David Weisbart; "The Bounty Hunter," in 3-D WarnerColor, starring Randolph Scott, with Dolores Dorn and Marie Windsor, directed by Andre de Toth, and produced by Sam Bischoff; "Three Sailors And A Girl," in Technicolor, starring Jane Powell and Gordon MacRae, with Gene Nelson, directed by Roy Del Ruth, and produced by Sammy Cahn; "The Phantom Ape," in 3-D WarnerColor, inspired by Edgar Allen Poe's "The Murders In The Rue Morgue," starring Karl Malden, Claude Dauphin, Patricia Medina, and Steve Forrest, produced by Henry Blanke, and directed by Roy Del Ruth; and "Thunder Over The Plains," starring Randolph Scott, with Lex Barker and Phyllis Kirk, produced in WarnerColor by David Weisbart, and directed by Andre de Toth.

Einfeld Stresses Promotion Progress

NEW YORK—Charles Einfeld, vice-president, 20th Century-Fox, last fortnight outlined a broad program of promotion, rivalling in scope and audience penetration the campaign on "The Robe," for the company's program of 16 CinemaScope productions, 10 standard Panoramic Productions, and other films to be distributed this year and next.

Einfeld emphasized that commensurate jobs will be undertaken to pre-sell "How To Marry A Millionaire," "Beneath The 12-Mile Reef," "Prince Valiant," and "Hell And High Water." Standard pictures discussed were "Thy Neighbor's Wife," "Vicki," "Miss Robin Crusoe," "Man Crazy," "Man In The Attic," "Justice Brown," and "Gatling Gun."

Determination that every exhibitor will reap profits from CinemaScope productions was expressed by Al Lichtman.

Vectograph System Tested

CAMBRIDGE, MASS.—Technicians of the Polaroid Corporation, developers of the Vectograph 3-D process employing one standard projector, and Technicolor technicians attended meetings last week designed to utilize the Vectograph system in conjunction with Technicolor. Polaroid officials declared that Vectograph would be the answer to 3-D's mechanical problems, and said the new system should be fully developed and ready for use within months. The process, it is said, requires no added equipment on standard projectors, makes faulty projection impossible, em-

"Do Or Die" Spirit Lauded By Skouras

NEW YORK—Spyros Skouras, 20th-Fox president, told a national sales meeting last fortnight that the "unprecedented performance" of every company department since the decision was reached to launch CinemaScope could be compared to the United States' response to the emergency presented by World War II.

Skouras asserted that the change to CinemaScope was "not a desperate decision, but a determined one." He added, "Our spirit has been that of 'do or die' because we know from our experience of the last five or six years, with the gross of every average picture continually declining, that this challenge to us has been one of 'life or death'."

The company head lauded Darryl Zanuck, Al Lichtman, and Charles Einfeld for their efforts on behalf of selling CinemaScope to the industry and the public.

General James A. Van Fleet, a member of the board, who attended the meeting, told the sales personnel, "It is a joy to be here. I never knew a greater man than Spyros Skouras. He's a great, human fellow. He's got the stuff that makes the wheels go around, that makes an outfit click, and makes a fighting army fight."

plays a right and left eye image on a positive print, and requires the use of polarized spectacles.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

PARAMOUNT

"Flight To Tangier"—Routine meller.

U-I

"The Glass Web"—Suspensive meller.

RKO

"Decameron Nights"—Best for the class and art spots.

"Louisiana Territory"—Documentary-type show has restricted appeal.

MGM

"All The Brothers Were Valiant"—Good melodrama.

UA

"The Steel Lady"—Fair melodrama.

MGM Announces "7" Winners

NEW YORK—Winners of MGM's first "Lucky 7" promotion contest, "Mogambo," were announced last week. Judges selected the campaigns submitted by Marvin Fox, Liberty, Portland, as the best in the 100,000-or-over population group; Gerry Germaine, Dipson's Palace, Jamestown, N. Y., named for top honors in the 10,000-to-100,000 population group; and Harold Armistead, Colony, Easley, S. C., chosen for the best submission in the under 10,000 population category.

MGM will pay for the individual campaigns in each of the three groups. Additionally, Fox will be given \$500 in cash as an extra bonus, Germaine will be tendered \$250 for his efforts, and Harold Armistead will be given \$100 in cash as his award.

"Edna Ferber's upcoming 'So Big' with Jane Wyma



"**So Big**" will be for an Oscar and certainly very much in the running performance in it! A great

WARNE

"The Robe" Continues To Pile Up Records

NEW YORK—Twentieth Century-Fox's "The Robe," in release some four weeks and playing in 25 situations, has set a new world box office record of three millions gross, it was announced last week, the highest and swiftest accumulation of earnings for any motion picture ever produced.

Recording a total gross of over a million dollars alone in its New York Roxy engagement in four weeks, the multi-million-dollar spectacle is chalking up commensurate earnings in all other play-dates.

A special scroll honoring Spyros P. Skouras and "The Robe" was presented to the president of 20th Century-Fox by the Motion Picture Committee of the General Federation of Women's Clubs. Mrs. Dean Gray Edwards, chairman, national organization's motion picture division, made the presentation at the home office.

Meanwhile, in Milwaukee, Elmer Levin, Riverside attorney, failed to produce evidence of legal precedent or authority for an outside party to enforce provisions of a decree when one of the parties involved permits an exception to the decree's provisions, so the theatre's petition for an injunction forbidding 20th-Fox from licensing "The Robe" to the Wisconsin, Milwaukee, for first-run was denied by U. S. District Court Judge Julius Hoffman.

The Towne decree limits first runs of defendant theatres in the Towne anti-

Leon Goldberg Joins UA As Vice-President

NEW YORK—Arthur B. Krim, president, United Artists, last week announced that the company's board had elected Leon Goldberg to be vice-president in charge of finance, a new post in the executive structure. Goldberg, who will take office on Nov. 2 resigned as financial vice-president, treasurer, and member of the board of U-I after three years in those offices.

trust case to 14 days, but in the case of "The Robe" the Towne had waived objection, clearing the way for an extended run at the Wisconsin. The Standard Riverside had attempted to enforce the 14-day limitation. Judge Hoffman's decision clears the way for the Wisconsin opening of the CinemaScope feature on Oct. 22, and 20th-Fox's petition for an extended run on the picture in Milwaukee was taken under advisement.

MGM Delays "Kate" Tests

NEW YORK—MGM last week postponed its six test engagements on "Kiss Me Kate," scheduled to Oct. 29 and 30. The three theatres scheduled to play the 3-D version with stereophonic sound are the Loew's Ohio or Broad, Columbus, O., and Loew's State, Syracuse, N. Y., on Oct. 29, and Interstate's Majestic, Dallas, on Oct. 30. The regular flat version with stereophonic sound will open on Oct. 29 in Loew's, Rochester, N. Y.; Loew's State, Houston, Tex.; and Loew's Victory, Evansville, Ind.

Pioneers Plans Progressing

NEW YORK—Abraham A. Spitz, 100-year old showman from Providence, R. I.; Wallace Ford, film star; and Albert S. Rogell and Alfred L. Werker, directors, are among the number of new members for the Motion Picture Pioneers to be inducted at the 15th annual dinner at the Hotel Astor, which will honor Barney Balaban as the "Pioneer of the Year," it was reported last week by Jack Cohn, president, Motion Picture Pioneers.

Others are Max Alexander, M. and A. Alexander Productions, Hollywood; Herbert Berg, industry publicist; Jay Bonafield, RKO Pathe producer; L. M. Conrad, Meadville, Pa., exhibitor; Harry L. Dembow, Media, Pa., exhibitor; J. D. Gelber and Jack Hattem, Interboro Circuit; Ben Hershfield, Tujunga, Cal.; Joseph T. Lissauer, Skirball Brothers Theatres, Cleveland; Charles Segall, Philadelphia; Morris Spiers, Philadelphia; Joseph Varbalow, Savar Corporation, Camden, N. J.; Morris Wax, Philadelphia; Thomas L. Walker, Bank of America, New York; and Harry H. Zehner, MPAA executive, Hollywood.

All men of the industry eligible for membership are urged to send in their applications before Nov. 1. All those interested in joining should contact Motion Picture Pioneers, 729 Seventh Avenue, New York 19, N. Y.

Indian Problems Discussed

NEW YORK—Several aspects of the Indian situation, including a complicated public relations problem, were discussed at a meeting of the MPAA board of directors last week, presided over by Eric A. Johnston, president.

"Big-Time!" WALTER WINCHELL — in his column throughout America!

the studio's bid
Jane Wyman will be
for her magnificent
great picture!"

LOUIS SOBOL

— in his column throughout America!

BROS!



Jack Fitzgibbons, Jr., Elected IPA Head

CHICAGO—The newly organized International Popcorn Association and the National Association of Popcorn Manufacturers held a highly successful four-day concession industries convention and exhibition at the Conrad Hilton Hotel last week. It was the ninth annual business conference of the NAPM.

The more than 500 who attended showed keen interest in the convention sessions and in the displays of latest developments in popcorn processing and selling. Thomas J. Sullivan, executive vice-president and general counsel, NAPM, now merged with the IPA, directed the exhibits.

J. J. Fitzgibbons, Jr., Theatre Confections, Limited, Toronto, Canada, was unanimously elected IPA president and a board of 14 were chosen as follows:

H. M. Alver, Watseka, Ill.; George Brown, Marion, O., processor; W. Dayborn, Baltimore, Md.; Syd Spiegel, Toronto, Canada, manufacturer-wholesale; Fitzgibbons; and Lee Koken, New York, theatre concessions; Clarence Miller, Lansing, Mich.; Jerry Berger, Kansas City, retail popcorn shops; A. J. Schmitt, Houston, Tex., and John Katsalis, Mellos Peanut Company, Chicago, jobbers and distributors; Hersh Yesley, Newtonville, Mass.; and Harry Lazear, Marion, O., brokers, and S. T. Jacobson, Krispy Kist Korn Machine Company, Chicago, and Ed Chrisman, Nashville, Tenn., equipment manufacturer.

The IPA, formed for the purpose of providing a more streamlined operation for the needs of the popcorn industry, will embrace all aspects of the industry including processors, manufacturing, wholesale, retail, jobber-distributor, theatre concessions, brokers, and equipment manufacturers.

According to Sullivan, the formation of the IPA will open up a new era of cooperation in the industry.

The theatre concessionaires under the chairmanship of Bert Nathan held several morning and afternoon sessions devoted to the discussion of candy, ice cream, popcorn, and soft drinks.

It was generally agreed that the increase of popcorn and candy sales in theatres is due primarily to cleanliness, and the use of animation in connection with the sale of popcorn should and will increase sales. Phillip Gott, president, National Confectioner's Association, discussed the background and problems that confront the candy manufacturer and told the 100 members present at the meeting that he would listen to all comments and relate them to the IPA. The consensus of members present agreed that the candy manufacturer could do more to increase sale of candy in the theatres by concentrating more on candy as "fun" rather than its nutritious value.

A session dealt with the improvement of ice cream sales. It was generally agreed that visual display, as well as self-service, was the biggest sales advancement in the ice cream field.

The relationship of popcorn to the theatre-concession industry was thoroughly discussed in six clinics, under the chairmanship of Bert Nathan, Theatre Popcorn

SMPTE Hears Sponable On New Light Development

NEW YORK—Earl I. Sponable, 20th-Fox technical director, speaking at the 74th semi-annual convention of the Society of Motion Picture and Television Engineers, last fortnight raised the hopes of drive-in owners of having CinemaScope pictures made available to them. He disclosed that 20th-Fox has acquired an improved high-intensity carbon-arc light source considered capable of providing the additional screen illumination necessary to wide-screen projection at outdoor houses.

A screen of approximately 135 feet will be used. The lamp was adapted from that originally designed for Eidophor, the Swiss large screen color TV system acquired by 20th-Fox. It is said to be capable of delivering 50,000 lumens. Known as the Super-Ventarc, it uses a graphite disc as negative pole with a blown flame. The positive carbons are joined. In his paper describing the lamp, Dr. Edgar Gretener, Zurich, said the process was worked out by his firm with the help of National Carbon Company.

Vending Corporation.

Preston H. Luin, Western Popcorn Company, Atlantic, Ia., stated that this year's corn crop looks as good, if not better, than last year's and predicted that corn prices will be no higher, and possibly lower, than last year.

The saleability of pre-popped popcorn versus popping on location was debated by Marie Frye, Tri-States Theatre Corporation, and Abe Bloom, Balaban and Katz, with the consensus of opinion being that locality dictated the type of operation to be used. The east and west seem to prefer pre-popped popcorn, while the midwest enjoys popping on location.

In a debate between Frazer Gatenby, Sutherland Paper Company, Kalamazoo, Mich., and Irving A. Singer, Rex Specialty Bag Corporation, Brooklyn, N. Y., over bags versus boxes, the main conclusion arrived at was that there is a place for both in the popcorn industry, and here also, preference, locale, and type of operation determine what is used.

Perkins Leads Altec Drive

NEW YORK—According to an announcement last week from L. D. Netter, Jr., Altec general sales manager, the second week of the company's "ServiScope Sales Drive" shows the northeastern division, New York, under division manager C. S. Perkins capturing top honors, followed by the eastern division, Newark, N. J., under L. J. Patton, and the southern division headed by M. G. Thomas.

Among the branch managers, Fred Hall, northeastern division, New York, is leading. Runners-up are John McBurney, Charleston, W. Va.; Don Cole, Washington, D. C.; Bruce Newborn, Atlanta; Glen Pinckney, Newark; Clyde McCork, Philadelphia; "Red" Pierce, Boston; Ed Lyman, Nashville; Charles Bosworth, Detroit; and William Zeidlik, Dallas. John McGinley, New York, leads the field engineers, closely followed by H. Lateltin, New York; J. E. West, Charleston, W. Va.; and L. B. Taylor, Richmond, Va.

Monogram Profit Shows An Increase

HOLLYWOOD—S. Broidy, president, last week announced that consolidated net profit before taxes shown by Monogram Pictures Corporation for the fiscal year ended on June 27, 1953, was \$761,113, compared with \$589,259 for the preceding fiscal year.

After provision of \$350,000 for federal income taxes, the net income amounted to \$411,113, compared with \$589,259 in 1952, when no provision for federal income taxes was required. The 1953 net income was equivalent to \$0.53 per share on the 775,218 shares outstanding at the year end. These per share earnings were not adjusted for the 10 per cent stock dividend paid on July 10, 1953, which increased shares outstanding to 852,739. Last year's gross income of \$9,994,000 compares with \$9,223,700 recorded in 1952.

Broidy further announced two important matters which will be presented to the stockholders at the annual meeting on Nov. 12; the proposed increase from 1,000,000 to 1,500,000 in the number of authorized shares of \$1.00 par value capital stock of the company and a change in the corporate name of the company to Allied Artists Pictures Corporation. The management is recommending that the stockholders approve these two proposals.

Disney In NFS Distrib. Deal

NEW YORK—National Film Service, Inc., will handle the physical distribution and other aspects of Walt Disney's first "True Life Adventure" program, "The Living Desert," Leo F. Samuels, general sales manager, Buena Vista Film Distributing Company, announced last week.

The Buena Vista organization will distribute the program, including actual sales, booking, advertising, and publicity coincident with the release of "The Living Desert." All other exchange functions, including billing, collection, cashiering, servicing of accessories, prints, and trailers, will be undertaken by National Film Service, Inc.

Columbia Declares Dividends

HOLLYWOOD—Directors of Columbia at the company's studios last week declared a dividend of 25 cents on the company's common stock and voting trust certificates for common stock. There was also declared a 2½ per cent stock dividend on the common stock and voting trust certificates for common stock of the corporation, payable in common stock. Cash will be paid where fractional shares of common stock are due.

Jacobs, Horwits Form Unit

NEW YORK—Opening of the Arthur P. Jacobs-Al Horwits public relations office was announced last week. Horwits, who resigned from U-I to form the company with Jacobs, will start New York operations. He was with U-I for 11 years as studio director of publicity and executive assistant to William Goetz.

New Single Film 3-D Bows

NEW YORK—It was announced last week by Robert V. Bernier, inventor, that a new single film process of 3-D projection, Naturama, is being made available by the Synthetic Vision Corporation, Dayton, O.

PEOPLE

NEW YORK—Americo Aboaf, vice-president and general sales manager, Universal-International Films, announced last week the following realignment in the personnel of the organization overseas. Heading the changes is the appointment of Tony Garcia, formerly manager in Trinidad, to general manager in Venezuela, replacing Robert Ferber, resigned. Walter Lambert, formerly with the J. Arthur Rank Organization overseas, will take over the Trinidad post. Y. K. Yao, with U-I for 15 years as head of its China office, will move to Singapore to fill the vacancy left by the elevation of former Singapore manager Wallace Orr to general manager in Japan. Orr replaced Arthur Doyle, who was recently appointed eastern and far eastern supervisor. Geoffrey Boret, assistant to managing director William Broun in India, has been named manager in Indonesia to fill the position left open by the resignation of George Hyder. Charles Oechsner, formerly sales executive with MGM in Switzerland, will replace Andre Cosandey, resigned, as U-I manager in Switzerland.

NEW YORK—Expansion of Cinerama's national field publicity and advertising organization was indicated last week under the direction of John Joseph, director of publicity. Harry Weiss arrived in Washington to handle the engagement at the Warner, and Arthur Manson, formerly MGM field man in Toronto, will assume the same post in Pittsburgh. Oscar Kantner is in charge of press and advertising for Los Angeles, William Green in Detroit, Lucille Ballantine in Chicago, and William Brooker in Philadelphia. The Lynn Farnol office handles the New York engagement as well as serving as national public relations consultants.

NEW YORK—Grace (Rosenfield) Weiss, for many years publicity and eastern representative for Hal Roach, last fortnight opened her own showroom as eastern distribution agent for Niagara Pulsator Corporation, 15 West 57th Street. Mrs. Weiss is well known in the field, having started in it as secretary to Henry Ginsberg and later becoming Roach's active eastern representative. Noble Sissle, is also associated with Mrs. Weiss in the enterprise.

NEW YORK—Chester Friedman this week joined MGM as press representative for MGM Films, Limited of Canada, according to an announcement by Howard Dietz, vice-president and director of advertising, publicity, and exploitation. Friedman succeeds Arthur Manson, resigned, and will work under the supervision of Emery Austin, exploitation manager for MGM, out of the company's Toronto headquarters.

NEW YORK—Altec operating manager E. O. Wilschke last week announced the assignment of D. S. McLean to the post of acting branch manager of the company's eastern division, with headquarters at Newark, N. J. McLean, Altec field representative, will temporarily assume the duties of G. M. Pinckney, eastern branch manager, who has been compelled to forego traveling while recovering from an illness.

Highest Court To Hear Ohio Censorship Appeal

WASHINGTON—Superior Films, Inc., producers of "M," which challenged the Ohio film censorship code via an appeal from the State Supreme Court decision upholding the Ohio Department of Education in its refusal to permit exhibition of the picture, learned last week that the U. S. Supreme Court has decided to hear the case. The court will probably hear oral arguments during the present term.

In other cases, the court refused to decide whether a city may ban motion pictures and other entertainment during Sunday church hours on the grounds that a "substantial federal question is not involved." This left unchanged a Charlotte law forbidding theatres to open before 1.30 p. m. and requiring them to close between 6.30 and 9.30 p. m. Charles O. McGee, drive-in operator, had appealed his conviction for operating in violation of the ordinance, which he called "an unreasonable use of police power."

NEW YORK—Sol Konecuff, assistant to the head of United Artists' print department since April, 1951, was last week promoted to head the print department, effective on Nov. 1. Konecuff will replace Robert Hilton, resigned. Konecuff has served in the industry since 1943. He was formerly associated with Eagle-Lion as assistant to the print department head.

Columbia Top Shows Highlight Meeting

NEW YORK—Columbia held a two-day division managers meeting last week, with A. Montague, general sales manager, presiding at both sessions. Attending, in addition to the division managers, were key home office sales executives and department heads and a representative of the Canadian organization.

On the agenda was a complete discussion of sales and distribution plans for "Miss Sadie Thompson," "It Should Happen To You," and "The Caine Mutiny."

Also scheduled was a discussion of further distribution and liquidation plans for "From Here To Eternity," "The Big Heat," "Salome," "Gun Fury," "Paratrooper," and "Hot Blood."

HOLLYWOOD—Carl Mondor, Seattle; Don Thomas, Lincoln, Ill.; and Duane Hatfield, Indianapolis, have been employed and assigned by Hallmark Productions, Inc., to new distribution forces the company is creating to handle roadshowing of "Half Way To Hell," it was learned last week.

HOLLYWOOD—Frank McFadden resigned last week as assistant publicity director at U-I and will report on Oct. 26 to Leonard Goldstein as publicity director of Panoramic Productions, to supervise both the publicity and censorship departments.

NEW YORK—The resignation of Robert Hilton as head of United Artists' print department after an association of 26 years was announced last week.



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Miscellaneous

In the Newsreels

MOVIETONE NEWS (Vol. 36, No. 84) Greece: King and Queen plan United States visit. North Atlantic: NATO maneuvers in rough seas. Norway: Landslide. New York City: Skyscrapers sold for \$52,000,000. Canada: Auto daredevils flip their lids at Toronto. Football: Maryland beats Georgia; UCLA defeats Wisconsin.

NEWS OF THE DAY (Vol. XXV, No. 214) Trieste: Yugoslavia challenges West in crisis. England: Churchill urges four-power conference. South America: British send Highland troops to Guiana to stop Communist-inspired coup. North Atlantic: NATO maneuvers in rough seas. New York City: Holy Name rally. Football: Maryland beats Georgia; UCLA defeats Wisconsin.

PARAMOUNT NEWS (No. 17) North Atlantic: NATO maneuvers in rough seas. Washington, D. C.: President Eisenhower addresses international group. Japan: Largest Buddha. Kansas City: Greenlease kidnappers confess. Football: Michigan State wins over Texas Christian.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 508) Washington, D. C.: President Eisenhower addresses international group. Washington, D. C.: James P. Mitchell sworn in as Secretary of Labor. Greece: King and Queen plan United States visit. New York City: Holy Name rally. Japan: Largest Buddha. Holland: Utrecht fair. Canada: World's plowing championship. Football: Maryland beats Georgia; California trounces Penn.

WARNER PATHE NEWS (Vol. 25, No. 19) Northern Atlantic: NATO maneuvers in rough seas. Germany: Adenauer takes office as Chancellor in Bonn. Luxembourg: Special passports given Schuman Plan officials. England: Churchill urges four-power conference with Malenkov. Greece: King and Queen plan United States visit. Washington, D. C.: James P. Mitchell sworn in as Secretary of Labor. Washington, D. C.: President Eisenhower and Madame Pandit discuss UN problems. Football: Maryland beats Georgia; Yale defeats Columbia.

TELENEWS DIGEST (Vol. 7, No. 42-A) Australia: Woomera testing range prepares for British A-tests. England: Southern command of royal army stages "Operation King Kong" at an army base in Wiltshire. Korea: Problems delay peace conference. Yugoslavia: Marshal Tito views military maneuvers. Spain: Madrid hails signing of United States-Spanish pact. Climax, Colo.: Huge explosions on sun shown in rare films.

IN ALL FIVE:

Kansas City: Greenlease kidnap-murder. Atlantic City, N. J.: President Eisenhower speaks.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 83) Puerto Rico: Playtime styles. Australia: Boxers in grudge fight. Bosphorus: Florence Chadwick swims Bosphorus.

NEWS OF THE DAY (Vol. XXV, No. 213) South Korea: Farewell salute to General Clark. Puerto Rico: Playtime styles. New York: Earl Sande, famous jockey, on comeback trail.

PARAMOUNT NEWS (No. 16) South Korea: Demonstration against Indian guard. Yugo-

New Technicolor Device Revealed By Dr. Kalmus

NEW YORK—A new technicolor dye transfer color motion picture release print having greatly increased definition and smoothness has been developed by Technicolor Motion Picture Corporation, it was announced last week by Dr. Herbert T. Kalmus, president-general manager. The picture produced on the screen, he stated, is of remarkable clarity, visibility, and freedom from graininess. On all screens, but particularly on large screens, these prints made by the new Technicolor process show greatly improved color quality, he said.

Konecuff

(Continued from page 12)

As we enter the lobby, the first one to greet us is Red Heppner, Metropolitan Photos. RKO prexy Sol Schwartz was on hand greeting the high and the mighty backed up by Harry Mandel, advertising-publicity chief, and Johnny Cassidy, publicity director.

The first half of the International Show presents five good attractions, including Los Chavales de Espana with Flamenco dancer Trini Reyes. The Trio Charlivel, a Parisian threesome, dance, sing, tumble and play various instruments, and also seen are a puppet act, Bill and Cora Baird, comic Dick Shawn, and a trio known as the Shyrettos.

After a 10-minute intermission, blonde, bouncy Betty is upon us and has us surrounded with loud and soft renditions of past hits and special numbers written by Jerry Livingston and Ray Evans, dance bits, comedy routines with the singing

slavia: Tito shows military machine. Spain: Franco hailed in Madrid. Puerto Rico: Playtime styles. New York: Earl Sande, famous jockey, on comeback trail.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 507) San Francisco: Nixon leaves for Orient. Formosa: Jet planes arrive for Chiang Kai Shek's island fortress. Portugal: Prime Minister of Eire, De Valera, visits Shrine of Fatima. Washington, D. C.: South American 'teen-agers visit White House. Yugoslavia: Tito shows military machine. Puerto Rico: Playtime styles. California: Speed boat marathon.

WARNER PATHE NEWS (Vol. 25, No. 18) Yugoslavia: Tito shows military machine. San Francisco: General Clark home from Korea. South Korea: Demonstration against Indian guard. England: United States golf team wins Ryder cup. New York: Earl Sande, famous jockey, on comeback trail. Pro Football: '49'ers nose out Los Angeles Rams.

TELENEWS DIGEST (Vol. 7, No. 41-B) Kansas City: Greenlease kidnap-murder. Germany: Second post-war Bundestag opens. Off Greek Coast: NATO naval maneuvers. Indo-China: New recruits join Vietnamese army. New York City: Anybody need an elephant? Puerto Rico: Leader of 1950 revolt released. New York City: Winning styles.

NATIONAL BOARD OF REVIEW

Oct. 10, 1953

SELECTED FEATURES: "Mogambo" (MGM); "A Lion Is In The Streets" (WB).

quintet known as the Skylarks, and other assorted this and that until before you know it the show is over, and, as is customary on opening nights, sentiment and flowers begin to crowd the stage.

In a post curtain speech, Betty was touched by the reception and blamed a good deal of her success on Sophie Tucker, who came up from the audience to take a bow and get in a plug that Betty would play her in the forthcoming film, "The Sophie Tucker Story." The show closed in typical Palace tradition and a good time seemed to have been had by all. Also noted were Moe Silver, Bob O'Donnell, Howard Minsky, Barney Balaban, Al Schwalberg, Max Youngstein, Hugh Owen, Sloan Simpson, Matty Polon, Bob Weitman, Mort Sunshine, Sophie Tucker, Milton Berle, Patti Paige, Myron Cohen, Robert Q. Lewis, Blossom Seeley, Benny Fields, and many, many others.

PRODUCTION NOTES: Robert Rosson, writer-producer-director of such films as "All The King's Men," "The Brave Bulls," etc., last week left for Europe, to direct "Mambo" for Ponti di Laurentiis. This gets under way in Italy in December. He will also scout location spots for his forthcoming film for United Artists release, "Alexander, The Great," to be shot in Greece and the Middle East.

This film, in color, will go into production in late spring or early summer, and Rosson will write, produce, and direct the film, financing for which will be supplied by UA. He wasn't quite sure whether the film would go wide-screen or in Cinema-Scope, saying that he has to investigate the various processes. When he returns he will have the script completed.

His deal with UA calls for two films to be made next year. The second entry will be "Fame," an original story by Jerome Weidman and himself, which will roll in the fall of 1954 with UA again providing the financing. He will produce and direct this as well, although someone else may do the screen play.

THE METROPOLITAN SCENE: The Oct. 30 issue of Colliers has a neat layout on sexy Sylvana Mangano in some scenes from "Ulysses." . . . Chet Friedman joins MGM Films of Canada as press representative. He will work under the supervision of exploitation head Emery Austin out of the Toronto office. . . . Walt Disney's "The Living Desert" will receive a fan-type preview at the Museum of Modern Art with donation admissions going to some of the museum's services. Incidentally, the film marks the 25th anniversary of Walt Disney's success as a film-maker, they tell us.

Notre Dame TV Hookup Begins

NEW YORK—A nine-city network is theatre-televising six of Notre Dame's remaining football games starting with the Irish-Pittsburgh game from Notre Dame Stadium.

The games are being shown in New York City—Century's Marine, Brooklyn, and Century's Prospect, Flushing; Asbury Park, N. J.—St. James; Albany—Grand; Detroit—Hollywood; Toledo, O.—Rivoli; Chicago—Marbro and Crown; Indianapolis—Indiana; Des Moines—Paramount; and Omaha—Orpheum.

NEWS OF THE

Territory

BRANCHES

Atlanta

Space has been added to the High Springs Drive-In, Hugh Springs, Fla., to accommodate 90 additional cars. This space will be reserved for Negro patrons.

The number of a safe combination scratched on a desk led to the arrest of a former assistant manager on charges of robbing the Midway Drive-In, New Port Richey, Fla., in August, of \$1,284.

The old Grand, Orlando, Fla., sold by the Florida State Theatres in Jacksonville, Fla., to B. S. Moss Theatre Corporation, New York, has been renamed the Astor. William J. Carroll has been appointed manager.

Manager Don Holcomb, Palace, Tampa, Fla., installed a new wide-screen at a cost of \$25,000. . . . Mr. and Mrs. James Jerrell, Commerce, Ga., were in.

Georgia Tech freshman, erupting from a campus meeting, staged an impromptu parade, stormed the theatre, and caused injuries to several persons before they were brought under control by police and school officials. A 25-year-old concession stand operator was admitted to Crawford W. Long Hospital, suffering shock and hysteria; two aides and the theatre manager were mauled, but not seriously hurt, and patrons were thoroughly frightened and the theatre stage damaged.

Allied Artists started a drive for branch manager Hobbs, Oct. 31-Jan. 29. . . . Stein Theatres, Georgia and Florida, started a 300-car drive-in at Sparks, Ga., to open about Nov. 15. . . . Bailey Theatres closed the Avenue, Sanford, Fla.

Owner Bill Roth, Palace, Gallatin, Tenn., celebrated his 40th anniversary in the business with special programs and souvenirs.

Otis Belinger, Hallmark Productions roadshow agent, resigned.



Mrs. Randolph Jaques, Macon, Ga., representing the Georgia Better Films Committee, was among those present at the recent premiere of Paramount's "Little Boy Lost," Rivoli, New York City, held for the benefit of the Overseas Press Club's Memorial Building Fund. She is seen with, left to right, Bob Considine, Pulitzer prize-winning correspondent; John Daly, radio-TV news analyst, and Montague Salmon, managing director, Rivoli.

A series of Sunday afternoon drive-in church services were launched at the Fitzgerald Drive-In, Fitzgerald, Ga., under the sponsorship of the Central Christian Church.

Leonard Wallace, Jr., is manager, Madison, Madison, Ga. He replaces Mrs. Walter Hendrix.

Martin Theatres, Columbus, Ga., announced that it closed the Liberty, Atalla, Ala. . . . Otis P. Smith, former assistant manager, local Fox, has been named to the position of house manager, Bradley, Columbus, Ga.

Victor Martin, appointed manager, Stuart Drive-In, Stuart, Fla., Talgar Theatres, has been with the company for the past five years. . . . Bill Rice, assistant manager, Lyric, Stuart, Fla., resigned to enter business for himself. His friends wish him luck.

The hurricane in Chipley, Fla., destroyed the screen tower of the Starlight Drive-In for the second time. I. Roche, owner, said the damage was about \$1,500.

Extensive damage was done to the Ranch Drive-In, Pensacola, Fla., during the hurricane.



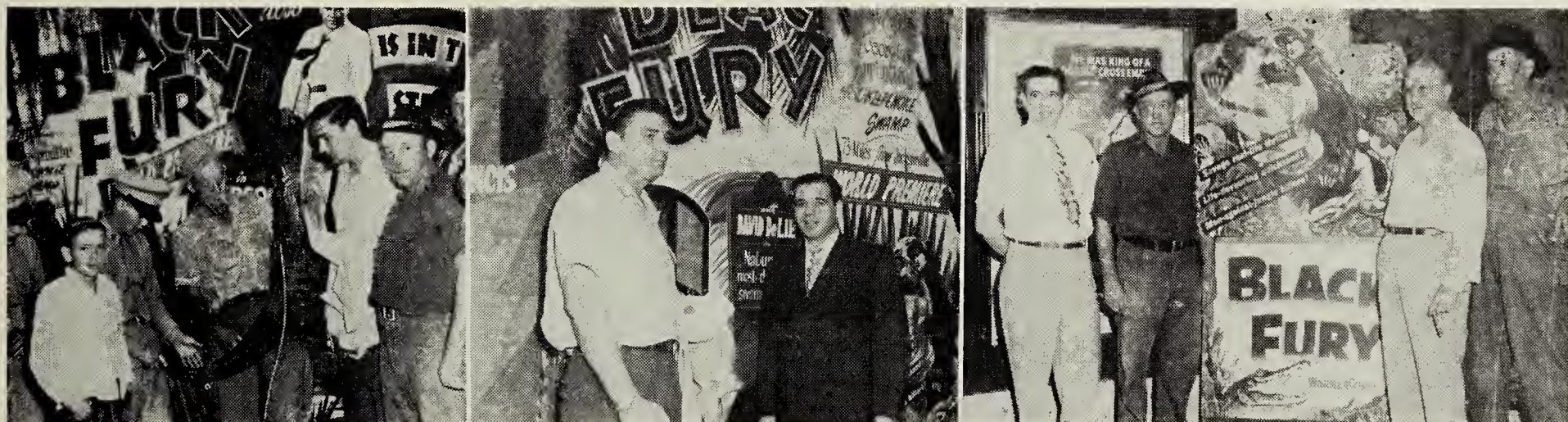
Richard Long, U-I star, touring key cities on behalf of "The All American," is seen recently in Nashville, Tenn., with Crescent Amusement Company executives at a luncheon which was part of the promotional effort in conjunction with the opening at the Tennessee. Seated, left to right, are Kermit C. Stengel, executive vice-president, Crescent; Long; R. E. Baulch, president, Crescent; Maurice "Bucky" Harris, U-I publicity representative; and, standing, Dave Overton.

Florida State Theatres, St. Petersburg, Fla., obtained a green light from City Council to build an overpass across First Alley South, which will make possible the construction of an office building. . . . Jack Rudd, who managed the Martin, De-Funiak Springs, Fla., for the past several years, resigned to go to Houston, Tex. C. L. Reddick has been transferred from the Martin, Panama City, Fla., to replace him.

The 11 drive-ins in Tampa, Fla., taken into the city, will have to pay a \$200 license fee if the city board of representatives follows committee recommendations. The \$200 fee is the minimum set for theatres in the city. There are some fees as high as \$750. The fees are paid by all theatres in the city.

Raymond R. Crosby was appointed manager, Silver Moon Drive-In, Lakeland, Fla. . . . D. C. Laird sold his Twinkle Star Drive-In to Talgar Theatres, Jacksonville, Fla.

The five-acre tract east of Sanford, Fla., where a proposed Negro Drive-In had met with opposition, has been resold to Mid-State Theatres, Inc., which is expected to proceed on construction of the theatre.



When Warners' featurette, "Black Fury," had its world premiere recently at the St. Johns, Jacksonville, Fla., David DaLie, Okefenokee Swamp Park naturalist and star of the film, displayed wild animals from the park to patrons while

in the center photo DaLie is seen with manager Sheldon Mandell. On the right, Mandell is seen with Hawk Dial, Liston Elkins, and Will Cox, of the Okefenokee Swamp Park. Naturally, the boxoffice benefitted.

Tennessee Theatremen Elect Officers, Board

NASHVILLE, TENN. — Officers elected at the annual board meeting of the Tennessee Theatre Owners Association at the Noel Hotel included Stacey Wilhite, Cookeville, president; M. C. Tune, Shelbyville, vice-president, and Charles Simpson, Chatanooga, treasurer. The directors praised the work of the COMPO Tax Repeal Committee; passed a resolution of thanks to be forwarded to all Tennessee Senators and Congressmen for their support in the last campaign; resolved to continue vigorous action in regards to taxation at the state level, and appointed George Gaughan, Memphis, as executive secretary.

Directors are R. B. Gooch, Selmar; M. E. Rice, Brownsville; Ed Sapinsley, Memphis; J. A. West, Memphis; W. F. Ruffin, Jr., Covington; R. D. Page, Mt. Pleasant; Kermit Stengel, Nashville; Walter Morris, Knoxville; Robert Wilby, Atlanta; Jay Solomon, Chattanooga; Earl Hendren, Erwin; Cowan Oldham, McMinnville, and Alfred Starr, Nashville.

Louis Rosenbaum, Muscle Shoals Theatres, has been reappointed chairman, Lauderdale County chapter, National Association for Infantile Paralysis.

Lester Neely, general manager, Neely Circuit, Alabama, installed a new screen in the Marion, Ala., house.

Dunn Family Theatres sold its interest in the Zebulon and Grady and the Cario Drive-In, Cario, Ga.

Lee Sherwood and Spurgeon Dunn, Dunn Family Theatres, will expand the Dixie Drive-In, Chattahoochee, Fla., to handle 300 more cars and will build a 200-car drive-in at Havana, Fla.

Charlotte

The Parkway Drive-In, Mount Pleasant, S. C., was damaged by fire. The screen was ignited by sparks sucked through a fan intake from a nearby grass fire. Sidney Query, manager, said the loss was covered by insurance.

The Booker T Drive-In, near Columbia, S. C., was granted a charter to operate an outdoor theatre and concession stand. Maynard H. Tucker is president.

Edward L. Walton, executive assistant to J. R. Grainger, president, RKO, was in.

Garland Hayworth, manager, National, Greensboro, N. C., has been transferred to manager, Winston, Winston-Salem, N. C., and has been succeeded at Greensboro by Iredell Hutton, former manager, Broadhurst, High Point, N. C. All three houses are operated by North Carolina Theatres, Inc.

J. N. Stringfellow, manager, Sunrise, Southern Pines, N. C., was held up by a masked man and robbed of \$369 in cash.

Over the vigorous objections of ministers and church groups, City Council,



MGM star Elaine Stewart, who recently met with exhibitors and disc jockeys at a trade showing of "Take The High Ground" at the Alabama, Birmingham, Ala., is seen with, left to right, Norris Hadaway, manager, Alabama; W. R. Griffin, exhibitor from Cullman, Ala.; Harry Curl and Paul Engler, Birmingham theatre owners.

Durham, N. C., authorized the continuous showing of movies on Sundays after 12:45 p.m., and the theatres put the new policy into effect on Oct. 11. The vote on the matter was 8 to 5. A similar proposal was defeated 6 to 5 by the Council a year ago after ministers lodged protests. The request that the houses not be required to close during Sunday night church hours was made by an attorney for the Center and Carolina, but the new policy affects all houses in the city. To permit the continuous Sunday showings, the Council repealed an ordinance limiting Sunday movies to from between 12:30 and 6:30 p.m., and from 9 p.m. on. The restrictions had been in effect at the request of ministers who contended the houses should not be allowed to compete with the churches. They limited houses to three showings on Sunday. The attorney for the theatres in asking that the ordinance be repealed said that his clients are "in no sense competing with the churches." He said there is no way to compel people to go either to church or to the movies and that thousands in Durham elect their own diversions on Sunday. He pointed out further that they now can go "outside the corporate limits" to drive-ins whose hours on Sunday are not restricted. Representatives of the Durham Ministers Association asked that the Council defer action on the proposal if it would not kill it entirely, but the Council said a vote would be taken then,

and the Sunday movie issue, which has been debated for several years, was settled without further ado.

Six distributors filed separate suits in United States District Court, Greensboro, N. C., against James Jesse Booth and James Jesse Booth, Jr., theatre operators at Walnut Cove, King, and Walertown, N. C., alleging that they have made false reports of gross admission receipts. Booth was named defendant as owner-operator, Palmetto, Walnut Cove, and King until some time in 1949, and his son was named defendant as owning the Palmetto, King, and the Walkertown Drive-In, Walkertown, from sometime in 1949 to date. Plaintiffs are Loew's, RKO, 20th-Fox, U-I, Paramount, and Warners.

Jacksonville

Fred Pfeiff, Altec headquarters engineer recently returned from Europe, was sent here by E. O. Wilschke, Altec operating chief, at the request of 20th-Fox, in conjunction with "The Robe" premiere at the Florida.

Memphis

R. L. Bostick, National Theatre Supply, was the winner of the new car given by the Joiner, Ark., Rotary Club. . . . George Little is the new shipper at Paramount, replacing Jack Penz, who went to U-I as a student booker. . . . Jack Knight, general press representative, Clyde Beatty Circus, in laying the groundwork for the circus at the Fairgrounds, advised that reports that John Wayne would be in during the circus were erroneous. However, background scenes for the 3-D "Man Killer," which Wayne-Fellows is making, will be filmed here, and Mickey Spillane, author, will be in Memphis.

"The Moon Is Blue," banned in Memphis, opened for an indefinite run at the Joy, West Memphis, to capacity crowds. A special showing of the film by M. A. Lightman, owner, Joy, was presented to church leaders, civic club representatives, and city officials. Ministers were said to have objected to the dialog concerning sex, but most of the other complaints were concerned with the "bad publicity" West Memphis was getting in showing Memphis-banned pictures. A contemplated move by Mayor William B. Fordyce to ask City Council to consider establishing a censor board has been delayed.



Frank "Bunny" Allen, "white hunter" from East Africa's Nairobi, recently visited the MGM Charlotte exchange, and told the staff of some of his experiences during the filming of "Mogambo." He was accompanied by his wife and Morgan Hidgins, MGM publicity department, and Tom Baldrige, exploitation department.

Visitors were: T. C. Speer, Bailey, Cabot, Ark.; J. K. Jamison, Jr., Ken, McCrory, Ark.; John Hurd, Maxie, Trumann, Ark.; E. E. Reeves, Palace, Oil Trough, Ark.; Jesse Moore, Ritz, Crenshaw, Miss.; Bob Crawford, Von, Booneville, Miss.; Thomas E. Lloyd, 8 Drive-In, Houston, Miss.; Jack Watson, Palace, Tunica, Miss.; W. Bedford, Marion and Ford Drive-In, Hamilton, Ala., and Billy Ruffin, Jr., Ruffin Amusement Company, Covington, Tenn.

"Martin Luther" was accorded one of its most unusual tributes when the Memphis Ministers Association officially announced that it will urge its congregations to observe Reformation Day, Oct. 31, by seeing the motion picture. The ministers' group, one of whose spokesmen hailed the film for "stressing the beauty and positive side of our Protestantism," agreed that attendance by church members at the Warner, where "Martin Luther" will be playing, would take the place of sponsorship of a Reformation Day service.

New Orleans

Lawrence Lamp, Avalon and Boulevard, Jeanerette, La., conferred with buyer-booker Page Baker, Theatres Service Company.

Lonnie Davis, Pike Booking Company, McComb, Miss., was in. . . Edward Kaffenberger, assistant shipper, Paramount, was rushed to the hospital for an appendectomy. . . Hap Barnes was in in the interests of his Rebel Drive-In, Baton Rouge, La. He remained to take in the Tulane-Georgia Tech game and to hobnob with many of the boys of the Colosseum.

Conferring with Joy N. Houck at Joy headquarters were Jack Pope, Rayville, La.; W. A. Hodges, Hodges Theatre Supply; William Cobb, Exhibitors Service; and Jack O'Quinn, Kaplan, La.

Vernon Dupepe, Aeron, booked as did John Elzey, King's, New Roads, La., and W. E. Limmroth, Gibbens and Rester Theatres, Mobile, Ala. . . G. Y. Harrell was on the Gulf Coast. . . Mr. and Mrs. E. A. Robinson, Ren Drive-In, McComb, Miss., visited with buyer-booker Joel Bluestone.

Monogram-Southern boys and girls are ready to dig deep to win that first place in the national drive for boss Henry Glover. It is slated to start Oct. 31 and run through Jan. 30.

The management of the Do Drive-In saluted 20th-Fox for "The Robe" and Columbia for "From Here To Eternity."

With Kleig lights, telecast by WDSU-TV, and broadcasts by WSMB, "The Robe" bowed in at the Saenger.

John Elzey, King's, New Roads, La.; Dan Guidry, Dan, Breau Bridge, La.; Ann Molzon, Royal, Labadieville, La.; L. J. "Lew" Langlois, Alamo, New Roads, La.; manager Jones, St. Bernard, Drive-In, Arabi, La., and Dick Guidry, Galliano, La., were in.



Marie Van Doren, U-I star, who is touring key cities on behalf of "The All American," recently turned film salesman when she visited New Orleans, with her potential customer being Ernest McKenna, who is the veteran managing director, Joy.

Mr. and Mrs. Lyall Shiell, Skyvue Drive-In, motored to Mandeville, La., to pick up 83 year-young mother Shiell, and then went on to New York.

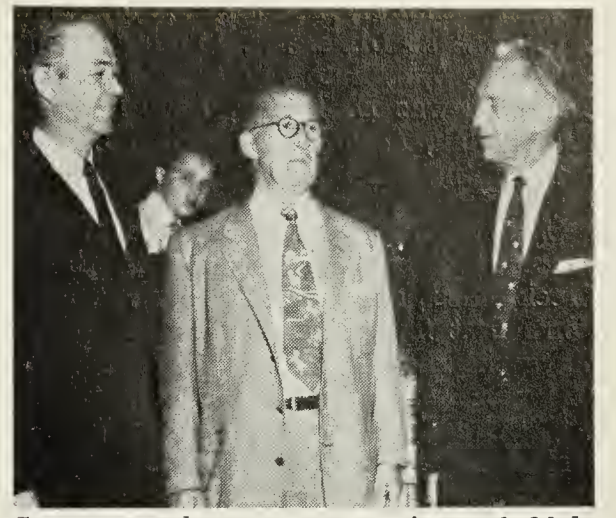
Screen towers reported blown down by "Hurricane Florence" were in N. S. Solomon's Palafox and Twinair Drive-Ins; the Tringas brothers' Ranch Drive-In, Pensacola, Fla.; J. Tringas' Florida, Shalmar, Fla., and Bay Drive-In, Niceville, Fla.

Up and down the Row were Clarence Thomasie, Gay, Harvey, La.; J. A. Parker, Gordon, Westwego, La.; Mrs. Ed Thomasie, Royal, Marrero, La.; William Shiell, Marrero Drive-In; S. E. Mortimore and Lyall Shiell, Skyvue Drive-In; William Sendy, Patio; S. J. Gulino, Kenner, Kenner, La.; E. W. Ansardi, Buras, La.; Mr. and Mrs. Phillip Corte, Garden; Angy and Dominick Gemelli, Peacock; Jules Sevin and E. T. Calongne, Bell, and Frank Lais, Lakeview and Algiers Drive-In.

Page Baker, Theatre Service Company, buyer-booker for the Elm Drive-In, Scotlandville, La., advised of its closing. . . The Ocean City Drive-In, Ocean City, Fla., resumed operations after closing for repairs. . . E. W. Adams has recently opened his new East Forest Drive-In, Petal, Miss.



Visiting Mobile, Ala., recently for advance promotion on U-I's "The All American," Mamie Van Doren guest of honor at a reception at the Admiral Semmes Hotel, is seen with, left to right, Eddie Jones, Giddens and Rester Theatres' executive; Ken Montiel, manager, Downtown, and W. E. Limmroth, general manager.



Seen recently at the premiere of 20th-Fox's "The Robe" in CinemaScope at the Fox, Atlanta, were, left to right, T. P. Tidwell, Jacksonville, Fla., branch manager, 20th-Fox; Harry Ballance, 20th-Fox southern division manager; and Guy Kinemer, Florida State Theatres.

Seen were Mrs. O. Barre, Luling, La.; Paul Brunet, Dixie, and Mayor Lew Langlois, New Roads, La. . . The Do Drive-In, a twin screen project, opened with a first-run showing of "Sea Devils" and "The Alaskan Eskimo." The drive-in accomodates 1300 cars plus a seating capacity of 400. Owners are Mike Ripps, Ed Fessler, and Raymond Gremillion operating as Nile, Inc. D. J. Olistier is managing director.

The Roxy, Newton, Miss., owned and operated by M. A. Connett, is being equipped with Magniglo-Astrolite screen and super-wide angle lens, the latter furnished by Johnson Theatre Service.

Mike and Mary Pisciotta guested film people at the opening of their new bar and grill on St. Charles Avenue. Their recent venture in the business was the neighborhood Peacock.

Mr. and Mrs. H. Shallcross, pop and mom of Paul, divisional representative, American Desk Manufacturing Company, Temple, Tex., celebrated their 47th wedding anniversary. . . Theatre Service now handles the buying and booking for the Surf Drive-In, Lake Charles, La., which their account, Southern Amusement Company, purchased from Percy Duplissey and Mathews Guidry.

Fay Fayette, Joy Theatres, is on a pleasure jaunt. . . Louis Dobi, Cleveland, was a guest at the Frank Olah residence, Albany, La.

Exhibitors seen pausing between buying and booking were Jack Luster, general manager, W. W. Page Amusement Company, Robeline, La.; Frank DeGrauw, P and R Theatre Enterprises, Abbeville, La.; M. A. Connett, Newton, Miss.; Brad Stevens and William Cobb, Brad Drive-In, Plaquemine, La.; Ed Ortte, Cleremont Harbor, Miss., and A. W. Vowell, Liberty and Lakeview Drive-In, Taylorsville, Miss.

J. G. Broggi has taken over the buying and booking for M. A. Berenson's State and Redwood, Bogalusa, La. . . Theatre Service will do the buying and booking for Charles Lamatia's Ritz, situated in Bogalusa, La.

Miss Schaffer, auditor, Astor, New York, was at Dixie. . . John D'Antoni, manager, Ann, Baton Rouge, La., was a caller, as was E. Jenner, Laurel, Miss.; Frank Olah, Albany, La., and B. J. Keyhan, Gretna Green Drive-In.

Clarence Dossett, Star, Natchez, Miss., visited the crew on location in Silver Creek, Miss., shooting Panorama Production's first film, in which brother Curtis plays the sheriff. . . A. L. Royal, one of Panorama's head stockholders, put in an SOS call with friends, gravely concerned in getting a couple of women wrestlers.

R. E. Hook, Aliceville, Ala., and his associate in Macon, Miss., theatres, G. E. Adkisson, were here on a buying-booking spree. . . The Woolner brothers, Larry and Barney, were around, as were Jack Dicharry, Jr., manager Carver; S. E. Mortimore, Skyvue Drive-In; Leonard Allen, manager, Rebel Drive-In, Baton



The current 1953 Managers' Showmanship Drive of Florida State Theatres, Inc., Jacksonville, conceived and developed by managerial personnel, is dedicated to Lou Finske, vice-president.

Rouge, La.; Frank Pasqua, Gonzales, La.; Arthur Schwartz and Arthur Barnett, United Theatre executives, and Mrs. Bertha Foster, Violet, La.

Leo V. Seicshnaydre, Republic pilot, was in Lafayette, Lake Charles, and Opelousas, La. . . Managers and personnel of exchanges, managers and their staffs of equipment and supply stores, and buying and booking representatives and their staffs were cordially invited to attend the opening of the Do Drive-In.

Mr. and Mrs. Harold Babe Cohen, franchise holder, Filmmakers, attended the company's meet in Chicago to discuss production. . . Visiting were Mr. and Mrs. John Harvey, Nabor, Oberlin, La., and J. P. Guitreau, who checked playdates with buyer-booker Russell Callen. . . Jack O'Quinn, Joy-Oke Theatres, Kaplan, La., was in, as was Rev. Withers, East End, Baton Rouge, La.

The trade was shocked to hear of the death of W. W. Page, head of a company operating a circuit of theatres in Louisiana. He died in his sleep at his home in Robeline, La. Surviving are his widow, daughter, and one grandchild. A veteran in the industry, he will be missed.

Arkansas Little Rock

The Razorback Drive-In, named for the University of Arkansas Razorbacks, celebrated its first birthday, and at a cake-cutting ceremony were James S. Carbery, manager, Arkansas Amusement Company; Allen Berry and Fred Giles, Little Rock Razorback Club, and Osmond Pence, drive-in manager.



Audrey Hepburn recently arrived in New York for Paramount's "Sabrina Fair" location shooting.

Fire ripped through a business in Lake City, Ark., causing damage of \$50,000 to \$75,000, and destroyed the Gem, owned by W. G. Ringger.

Florida Miami

An army call was received by Ray Nye, Tower. . . Florida State's southeastern division theatre managers attended a banquet at the Shelburne Hotel, Miami Beach, Fla. . . Herman Silverman, Wometco booker, was vacationing as was Margaret Hamm, Grand, West Palm Beach, Fla. . . Louis Heidelberg, Strand, completed seven years' service with Wometco Theatres, making him eligible for membership in the Wometco Old Guard. . . Bill Goller, Tower, was back after hospitalization.

Van Myers, head, Wometco's construction and confection departments, was vacationing, as were Gordon Spradley, Lincoln, Miami Beach, Fla., Bob Brower, Capitol, and James Maury, Wometco relief manager. . . Bessie Morgan returned as Sonny Shepherd's secretary at the Carib, Miami Beach, Fla., replacing Rhoda Maytross. . . The virus bug bit Bob Green, Wometco director of personnel. . . Home from the hospital, but still on the sick list, was Everett "Buddy" Walshon, North Andrews Drive-In, Fort Lauderdale, Fla.

Wometco managers attended a breakfast meeting at the Biscayne Terrace Hotel to acquaint them with details of the "Key To Happiness Foundation" contest, which will tie in with getting needed equipment for the Variety Children's Hospital by patrons bringing in coupons from various grocery products as well as book covers from Wometco "Books Of Happiness." Patrons with most points, as determined by various point values of the coupons and book covers, will win an automobile, home freezer, washing machine, dryer, bicycles, and portable radios. Additionally, the manager at whose theatre the winning patron has registered who gets the first prize, will receive a weekend trip to Havana, Cuba, for two. The contest extends through Jan. 9, and is being worked out through cooperation with WTVJ's merchandising department. . . Margaret Hamm, Grand, West Palm Beach, Fla., and Bill Ozinga, Skydrome Drive-In, Lake Worth, Fla., were down for the "Key To Happiness Foundation" contest breakfast meeting. . . Harvey Fleischman, Wometco district manager, was vacationing.

Mississippi Natchez

Mrs. Irvin Overlin finally halted the showing of "The Moon Is Blue" at the Ritz after a contempt citation was obtained by the city.

South Carolina Easley

Harold Armistead, Colony, was announced winner in the under 10,000 population group in the MGM "Lucky Seven" contest for "Mogambo." He received \$100. In addition, MGM will pay for the execution of his campaign.

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NEWS OF THE

Territory

Chicago

Paul F. Thomas, Altec Service Corporation treasurer, came in on a trip which will carry him to several of the company's division offices throughout the country, including Atlanta, Dallas, San Francisco, and Los Angeles.

The Paradise was the latest target of yeggmen. Four of the gunmen, who worked on three safes after the Sunday night closing until six in the morning, held five employees captive. Police believe one of the yeggs hid in the theatre and opened a door for the others. A small safe yielded \$500. Two large safes, which manager Edward O'Donnell said contained larger sums, were unopened despite torch applications.

Joseph Berinstein, 77, veteran retired projectionist, passed on. . . . Jerry Shinbach moved back to his RKO offices from Cincinnati. . . . The lease on the Towne, suburban Fox Lake, was purchased by Joseph Armondo from States Attorney Robert Nelson and partner, Robert T. Held.

Hearings of the Essaness anti-trust suit against B and K and Stanley Warner Theatres were set for Dec. 2.

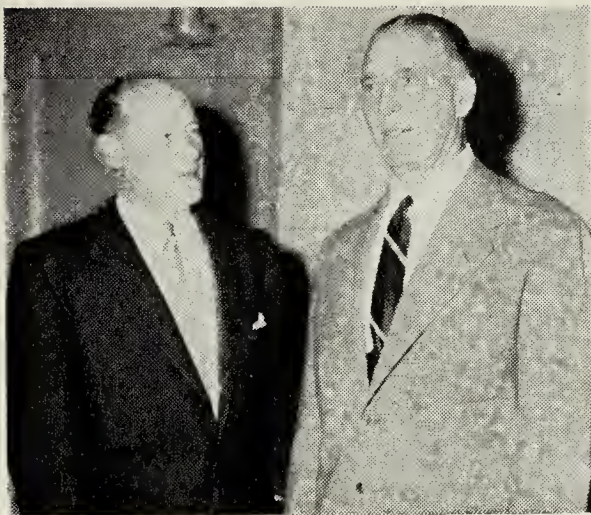
Film Row mourned the passing of two industry veterans, Clyde Elliott, 62, long time distributor, and Joseph Berinstein, 68, projectionist, Avalon, for the past 30 years.

Because of doctor's orders relating to his present ill health, Sid Rose, Chicago branch manager for United Artists, will assume his former post as sales manager of that branch. In view of Rose's present condition, it was deemed unwise for him to continue to handle the additional duties of branch manager. The shift of Rose has necessitated the return of central district manager Harry Goldman to the position of Chicago branch manager, which he held prior to Aug. 18, 1953. The changes are effective immediately.

The Swan, Terre Haute, Ind., was damaged by fire. . . . David Barrett, Carnegie, visited in Connecticut. . . . A youth who fought an aide as he tried to crash a 66 Drive-In exit was sentenced for assault and battery.

Spero Kontos, Abbott Theatre Equipment Company general manager, is the dad of a new son, named after him. . . . Jean Davis is new at McVickers. . . . Don Buhrmester succeeded John L. Mitchell as Academy and Genesee manager, Waukegan, Ill.

The Palace, opened 27 years ago, observed the anniversary. . . . Elvin H. Wieck, 60, Labor Temple manager, Staunton, Ill., passed on. . . . W. H. Boyd, Princess, Cayuga, Ind., is raising ponies



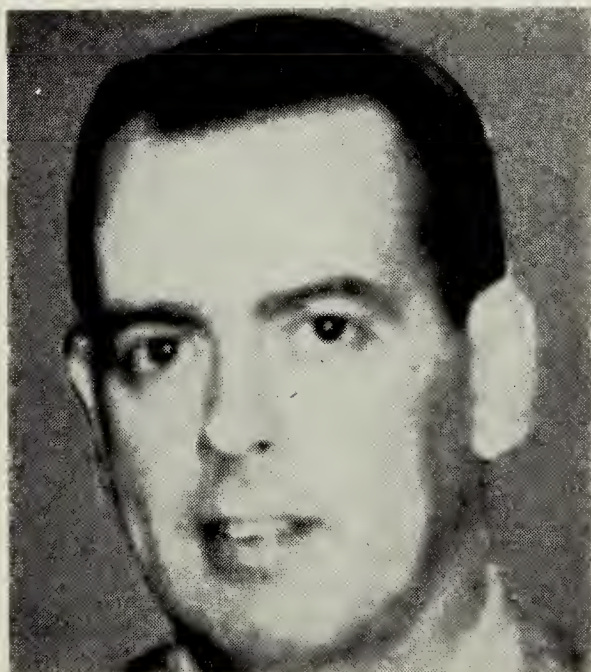
Elmer C. Roden, president, Fox Midwest, who recently hosted an invited audience to the preview of 20th-Fox's "The Robe" in CinemaScope at the Orpheum, Kansas City, is seen here with Crosley Kemper, president, City National Bank.

as a hobby. . . . Mr. and Mrs. George Kokos reopened the newly refurbished Sheldon, Sheldon, Ill.

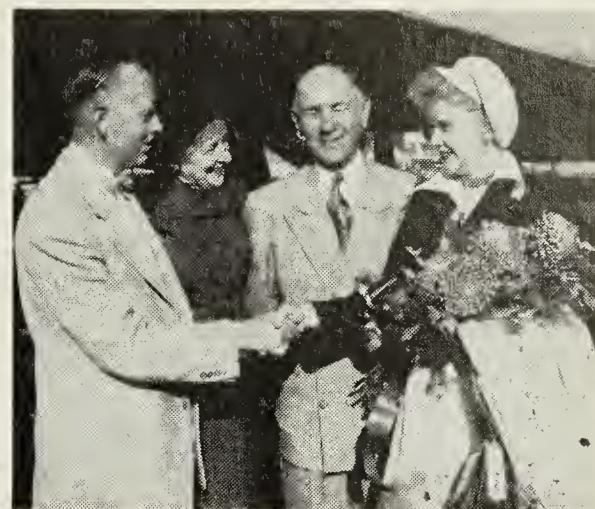
Numerous CinemaScope installations are reported by the Abbott Theatre Equipment Company. Among them were the Beverly, Hamilton, Jeffery, and Montclare, Chicago and suburbs: Arlington, Arlington Heights; Coral, Oaklawn; Embassy, Fort Wayne, Ind.; Spade, Benton Harbor, Mich.; Glencoe, Glencoe; Tivoli, Downers Grove; Colony, South Bend, and Teatro del Lago, Wilmette. McVickers started an installation and that in the Oriental was about half completed.

Dallas

Mr. and Mrs. H. K. Carrington, Nationwide, returned from an extended motor trip. . . . Interstate's Charles Freeman and vivacious wife, Carrie, are one of the busiest couples in Dallas, which must be what keeps them perennially young. Mrs. Freeman recently celebrated her birthday, and insists she and Jack Benny are the same age, 39, which makes her a child-bride since the Freemans celebrated their 40th anniversary a couple of weeks later. During this time, they kept grandson Padric Freeman, eight months old, while his mother, Mrs. Mickey Freeman, took her older son, Sean, to England. Mrs. Free-



M. P. "Pat" Halloran, Minneapolis sales manager, U-I, has been promoted to Milwaukee branch manager, succeeding David J. Goldman, resigned.



On hand at the airport recently to greet Anne Francis, co-star with James Cagney in Warners' "A Lion Is In The Streets," was Bill Hastings, manager, RKO Orpheum, Denver, and Duke Dunbar, Colorado Attorney General, and his wife.

man reports England quite unchanged. Besides baby sitting, anniversary, and birthday parties, the Charles Freemans were busy with daughter Pamela's wedding, which took place at Hotel Adolphus when she was married to Wallace Hillborn. Perhaps Charles and Carrie Freeman are best known for their untiring work with the Red Cross and the entertainment troupes they take each week to one of four service centers.

Chris Chesher, daughter of exhibitor W. J. Chesher, Littlefield, Tex., graduated from Southern Methodist University. She had taken special courses in television, radio, and dramatic work, and made her initial appearance on George O'Bannan's "Hot From Hollywood" drive-in-sponsored TV show.

Paul Ketcham, sales manager, United Artists, was in Gaston Avenue Hospital for a checkup. . . . The C. O. Wises are happy to be moved into a new home. He is general manager, Isley Circuit.

H. C. "Cotton" Vogelpohl, Warners, was honored by having the company's drive named for him. The drive, Aug. 31 to Dec. 26, is called the "Cotton Vogelpohl All-Media Drive," and the last week will be known as the "Ed Williamson Drive." Williamson is the very popular district manager. Vogelpohl's likeness dominates the lobby of the office. As he was passing through the lobby, one of the girls decided she would like the four feet by eight feet enlargement after the drive and Vogelpohl asked what she would do with it. "Well," she mused, "I'd like to put it on my dressing table." Minna Mae Stevison heard the remark, and warned Vogelpohl that "Peggy Ann will have something to say about that!" Peggy Ann happens to be his nine-month-old daughter.

Another booking office opened on the Row, Harold Brooks' Western Enterprises, 2008-A Jackson Street. The telephone number is PProspect 0572. Brooks did the buying and booking for Leon Theatres. He has been replaced by Irving "Rusty" Rust, in charge of the Dallas office.

Charles Gower, manager, Hampton Road Drive-In, was held up by two armed

men and robbed. The Garland Road Drive-In had been robbed the preceding week.

Harold Brooks spent the week at Austin, Tex. . . . Herbert Graham was in from Houston, Tex. He is office manager, Southwestern Theatre Equipment. . . . Ed Fleming and G. S. Hill were in from Abilene, Tex. Hill is general manager, C. D. Leon Circuit.

James Sanderson replaces Jeanette Ethridge in NSS's service department. . . . Neal Houston, handling East Texas for Manley, Inc., returned from a successful trip. . . . A few visitors at Rowley United were Sam Stokes and Bruce Collins, Corpus Christi, Tex. Bruce Collins, Jr., formerly booker for the circuit, was in from Bib Spring, Tex., where he is in the air force. J. F. Jones, brother of C. V. Jones, was in from Palestine, Tex.

Delbert Perry and Manley, Inc., parted company. . . . Bruce Shearin likes booking for Warners better than the classified bookkeeping he was doing at The Dallas Morning News. . . . Warners' Robert Motley changed from booking to selling. . . . Bill Rau, San Antonio, Tex., was in. . . . Roy Litsey, booker, Isley Circuit, reported S. L. Oakley, Jefferson Amusement Company, doing fine after he made a quick trip to Beaumont, Tex., to visit his old friend. . . . Sam Landrum, Jefferson Amusement Company, was in. . . . Paul F. Thomas, Altec Service treasurer, spent several days with C. J. Zern, division manager.

Hans Smith, Irving, Tex., still doesn't know what started the fire that burned the projection booth and concession stand of his 183 Drive-In.

Ed Newman was in from Waco, Tex. Others in were J. T. Jackson, Eden, Tex.; Alex Blue, MacAlester, Okla.; Ace Clary, Killeen, Tex.; A. W. "Jack" Lilly, Commerce, Tex.; J. C. Foster, Odessa, Tex.; Mr. and Mrs. William Slepka, Okemaha, Okla., and Mrs. W. C. Davis, who purchased the Country Club Drive-In from Mrs. Inez Hamilton, Lubbock, Tex.

Several Rowites who have been victims of petty thefts were interested in learning T. W. Lewis, buyer-booker, had a portable radio returned a week after it had been stolen. Police found the radio in a pawnshop.

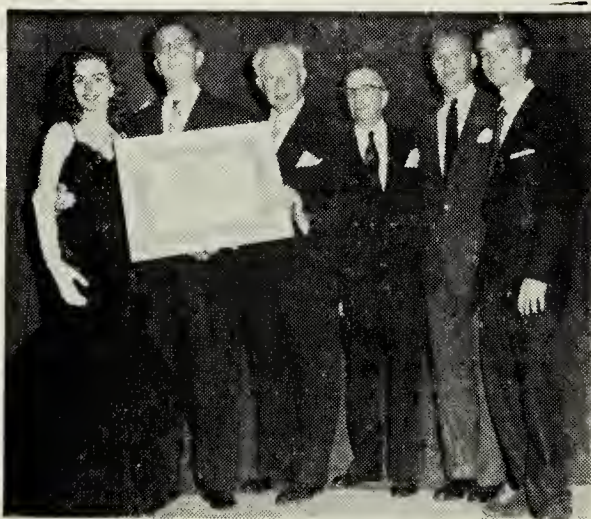
The first official kickoff dinner launching the all-out effort by Variety Club for the Variety Clubs International convention, March 22-25, was well attended. Robert J. O'Donnell, international chairman; John Rowley, general chairman, and Paul Short, managing director, led the discussions. William McCraw, executive director, VCI, gave his invaluable experience from previous conventions. John Rowley presided. The four young ladies who will assist in the convention were introduced to the committeemen. Al Reynolds, chairman, hospitality committee, announced that considerable hotel space had been reserved for the membership. O'Donnell urged an even larger



Mr. and Mrs. Charles Einfeld were among those attending the recent mid-west premiere of 20th-Fox's "The Robe" and CinemaScope at the State-Lake, Chicago.

accommodation list including the better motels. Meyer Rachofsky, Dough Guy, was called upon to give the outlines of a proposed budget. Short gave some general ideas on entertainment which were appealing. Executive director McCraw was called upon to voice his experiences with regard to the program journal and began by accepting the responsibility of organizing this year again the pages pertaining to each of the Variety tents. Ed Gall and Harold Schwarz had several worthwhile suggestions to make. Chief Barker C. A. Dolsen stated that plans were under way for a Dallas convention committee to visit each of the tents nearby to promote the convention. Others present at the meeting were: Ed Rowley, Claude Ezell, Phil Isley, Charles E. Darden, Johnny Long, James O. Cherry, Sam Landrum, Virgil Miers, W. L. Marshall, Jack Bryant, and Frank Bradley.

Marty Wolf, assistant general sales manager, Altec Service Corporation, is conducting a series of sales promotion meetings at various Altec division offices in the south and southwest. The meetings are being conducted in behalf of Altec's fifth annual sales drive, with Wolf acting as national sales captain.



Dore Schary, vice-president and production manager, MGM, recently was the proud recipient in Dallas of two plaques, one in behalf of Texas COMPO and the other from the International Drive-In Theatre Owners Association. Shown, left to right, are MGM star Elaine Stewart; Schary; R. J. O'Donnell, executive chairman, Texas COMPO; Claude C. Ezell, presidential director, drive-in association; Richard Widmark, and Russell Tamblin.



Sam Zimbalist, MGM producer of "Mogambo," and Sam Gardner, San Francisco branch manager, MGM, are seen at the recent San Francisco premiere at Loew's Warfield.

PETTICOAT PRATTLE — COMPO's Sue Benningfield entertained Sue Sunkel, Austin, Tex. Miss Sunkel attends the University of Texas. . . . Florence Foo-see replaced Novia Willon at Altec as Jack Zern's secretary. Mrs. Foo-see worked for National Theatre Supply. . . . Margaret Falls is no longer with Manley, Inc., and Elizabeth Cambell is handling her duties temporarily. The latter will be with the company in another capacity on a permanent basis. . . . Linnie Graham, formerly with H. C. Vogelwohl, Warners, is Don Douglas' new secretary at Rowley United. She replaces Debbie Rondeau Cameron, who returned to Little Rock, Ark. . . . Sheila Westrop, NSS contract department, was in St. Paul Hospital for an emergency appendectomy. . . . Jeanette Ethridge, service department, NSS, leaves to act as secretary to her church. . . . Elsie Parish is joining Rowley United's booking staff from the NSS booking department. . . . Allene Penn Worley, former receptionist, Rowley United, visited from Midland, Tex., with her husband and small daughter, Anne. . . . It was due to the efforts of Maxine Adams, TEI, chairman of publicity, Women of the Motion Picture Industry, that the club was represented in the State Fair parade. Marilyn Bragg, also of TEI, drove a new convertible with smiling passengers Blanche Boyle, Interstate; Mildred Fulenwider and Lea McCain, Ezell's; Margarette Rowland, Superior Booking; Billie Stevens, Rowley United, and Rosemary White, Metro. Verlin Osborne rode in the Soroptimist's float as she also is a member of that club. . . . Warner Bros' Zelma Swadley took an additional week on sick leave before returning from her vacation. . . . Velma Lea Elliott is a new booker at NSS. . . . Mary Ann Hedgecoxe, NSS, entertained a guest over the weekend. . . . Both Frieda Robinson, Republic, and Joyce Smith, Southwestern Theatre Equipment, were sick. . . . Polly Thomas, secretary to Irving Rust, Leon Theatres, boarded the train for Arkadelphia, Ark., to visit her parents. . . . LaRue Jones spent the weekend with her mother, Mrs. W. E. McDaniel at Kingston, Okla. She is with Horace Falls Booking Service. . . . Interstate's Loia Cheaney returned from three vacation weeks. . . . Pat Sells, secretary to Don Morris, head booker, RKO, is wearing a new engagement ring. Private

Dudley Lynch, left for Korea on a tour of duty and they will be married upon his return. . . . After a busy weekend, Stormy Meadows spent the first of the week with her mother at Denton, Tex.

A saturation radio-television promotion is surrounding the opening in 157 Texas communities this month of Paramount's "The War Of The Worlds."

Denver

Harold Wirthwein, Allied Artists western sales manager, was in Billings, Mont., to attend the two-day convention of the Independent Theatre Owners of Montana at the Northern Hotel.

Keith May, manager, Fox, Aurora, Colo., is recovering from surgery performed at the General Rose Hospital. . . . The Allied Rocky Mountain Independent Theatres had two representatives at the Allied board meeting in Boston, Neil Beezley, president, and John Wolfberg, national board member.

Edythe Cordes is now cashier at Allied Artists, succeeding Harriett Martin, resigned. . . . Jack Cayton is opening a new 400-seat theatre, as yet without a name, at Lovington, N. M., and will use Mexican product.

Robert Tankersley, salesman, National Theatre Supply, has been promoted to assistant branch manager at Omaha. . . . Paul Allmeyer, salesman, Paramount, quit to become associated with Robert Patrick in the operation of the Preferred exchanges here and in Salt Lake City. Besides the Realart group, the exchange handles other independent product and reissues. Allmeyer will also be associated with R. D. Ervin in the operation of Ervin's Colorado theatres. Robert Evans, co-manager, State, resigned to become a salesman for Preferred. The job at the State is now occupied by Charlotte Stuever, formerly co-manager. She also will do the buying and booking.

Arlie Beery threw a cocktail party at the opening of the new location for Manley, Inc., at 2218 Champa Street, just off Film Row. The new place is a ground floor, has nice display room and offices, and features a drive-in warehouse, with large storage space.

Among the film executives in were Herman Wobber, western sales manager, 20th-Fox; George Smith, western sales manager, Paramount, and Foster Blake, western sales manager, U-I, and Lester Zucher, district manager.

Bruce Marshall, Columbia salesman, underwent an eye operation at St. Luke's Hospital, and is recovering nicely.

Des Moines

A former manager of the Varsity was arrested, charged with attempting to "fix" the theatre's weekly "Bank Night" award. Gunnar William Glad, 22, was recently discharged from the managership of the theatre after police accused him of having liquor parties for juveniles in the theatre after closing time. Police said Glad admitted that he and two boys had planned to divide the "Bank Night"



Ralph Batschelet is the new vice-president and general manager, Television Theatres, Inc., Denver.

winnings by rigging the drawing so that no one won it for several weeks and then having one of the boys win the award. He now faces a three-year sentence in the state penitentiary.

Two Vinton, Ia., teen-age youths received a stiff sentence following their arrest for a burglary that netted them \$68. The judge paroled them, but laid down certain restrictions they must obey for the next year. They must go to Sunday School every Sunday, report to the Chief of Police once a week, pay back the money stolen, but worse yet cannot attend a movie for the full year. The judge did not bar them from watching television, however.

James Wren, former assistant manager, Paramount, Waterloo, Ia., has been named manager, Strand, also at Waterloo. Wren succeeds Pat Silverio, who was named manager, Rivoli, Hastings, Neb., by Tri-States Theatre Corporation. . . . Iowa Allied held a one-day meeting and screening at the Uptown, Sioux City, Ia. It was shown on Bob Krueger's new Walker wide-screen with Krueger's own version of microphonic sound installed in the Uptown.



A triple tie-in occurred recently when George O'Bannon invited IFE's "Three Girls From Rome" to appear on his "Hot From Hollywood" over KRLD-TV, sponsored by Dallas drive-in owners. The girls were accompanied by Signora Nicole Fontana, promoting the Fontana fashion line. Vice Consul Joseph Genaro, just back from a summer in Italy, acted as interpreter. From left to right are Nicole Fontana, Luisa Cerasoli, Iris Bianchi, Elsa Martinelli, Joseph Genaro, and, standing, O'Bannon. The IFE film opened at William Lewis' Capitan.

C. H. Hoffman purchased the Star, Colfax, Ia., from Walter Carroll.

Kansas City

Gene Snitz, Columbia, returned from the Colosseum convention in New Orleans. . . . Consolidated President Clarence Schultz was in Wichita, Kans., on business. . . . RKO branch head James Lewis and wife were due back from a trip to the east. . . . Harold Guyett is managing the Orpheum during the showing of "The Robe." . . . The Rainbow Drive-In, Wichita, Kans., is being booked by Ed Hartman's agency.

New head booker at U-I is Henry Sunday, shifting over from MGM. His dad is the Uptown manager. . . . Commonwealth held a managers' meeting in Great Bend, Kans., with men from Kansas and Nebraska on hand from the western division. Home office executives addressed them and problems and policies were discussed. . . . The Uptown, St. Joseph, Mo., is now being operated by David Williams, who also has the Kansas City Royal.

Los Angeles

William Z. Porter, Allied Artists field representative, left for Philadelphia and other eastern offices. . . . Jim Toler leasing the Lyric, Monrovia, Cal., from owner Simon Lazarus, turned the house back to the latter. . . . Selig Pitt, who piloted the Uclan, Westwood, Cal., for Dietrich and Feldstein, has been appointed office manager of Mike Levinson's exchange. . . . Ken Darby, who headed a booking service on the Row for many years, has returned in good health after being treated at the Will Rogers Memorial Hospital, Saranac Lake, N. Y. . . . Joe Hartman, for many years a salesman with National Screen Service, resigned. He has been succeeded by Fred Weimer, Republic salesman. . . . Ben Ash, former manager, NSS, and now located in the studios of NSS in Hollywood, was a visitor. . . . Reggie Harper is the new owner, Victory, San Diego, Cal. . . . Mr. and Mrs. Phil Kassin completed the installation of a wide-vision screen at their Valley, Camarillo, Cal.

Wes Becker and associates opened the Marana in Arizona with the buying and booking assigned to Floyd Bernard, Midway Theatre Enterprises. . . . Fred Greenberg, Warners branch manager, was back after recuperating from a major operation. . . . The Fouce-owned Mayan and California, both Spanish-language houses, have been completely equipped for 3-D. . . . State visitors were Harold Stein, Sierra Madre; Joe Markovitz, Encinitas; and George Diamos, Tri Delta Theatres, Arizona.

George Bowser, general manager, announced the realignment of Fox West Coast Theatres' districts to bring administration into line with booking problems. The five districts were consolidated into three to enable each district manager to handle theatres having comparable booking and operational conditions.

Charles P. Skouras, president, National Theatres, agreed to serve as chairman of the Southern California tax repeal campaign committee in the forthcoming campaign to obtain repeal of the federal 20 per cent admission tax.

Milwaukee

Harry C. MacDonald, 53, manager, Warner, for the past 17 years, passed away of a liver ailment, having been ill for six months.

Miles Lonergan, Tosa manager, got the surprise of his life in discovering a disturbance outside of the theatre, where over 100 youngsters were milling around in an effort to gain admission. When he announced no more seats available, the crowd became disorderly, though not dangerous. He has a list of about 40 names of teen agers whom he had black-listed all summer.

Robert Neu, Bob Groenert's assistant, Alhambra, seems to be cementing his "in" with the radio stations. . . . Andy Spheeris, new president, Milwaukee Broadcasting Company, which operates WEMP and WEMP-FM, announced that a stock realignment has given employees a majority control. He is also coowner, Towne.

A check for \$5,000 was sent by the Variety Club to Marquette University Medical School as a part of the club's annual grant of \$25,000 to support the Variety Club Heart Center.

Ed Modjeski, formerly at the Juneau and Lake, is in business for himself.

The welcome mat is out for all those connected with the industry, according to Chet and Stella Millis. He is the projectionist at the Riverside and has been in the show business for over 40 years, with 25 of them at the Riverside. His resort at Grindstone Lake has been named "Chet-Tella." Go on Route 2 to Hayward, Wis.

Joseph M. Hickey, 66, associated with the business in a managerial capacity for many years before entering another industry, died at Community Emergency Hospital. Hickey had also been associated with the legitimate stage many years back.

Tom Cornell's farewell party was a success. A booker and buyer for Stanley Warner, he resigned after a service record of over 23 years. All the branch managers were present. Al Kvooll, former SW executive who has replaced L. F. Gran with Standard Theatres, Inc., came with Colonel Haines, vice-president, Standard. The big affair was held at the Purple Heart Hall. Cornell was presented with a few personal effects and a \$50 Christmas tree, with each \$1 bill creased to form the tree.

Harry C. MacDonald, Jr., was to have started his theatrical career as assistant manager, Granada, on the day his father died. Young MacDonald replaces Jim Kankowski, now house manager, Warner, under Al Meskis.



Seen at a recent Variety Club "Carnival Night" at the Hotel Baker, Dallas, were, left to right, Interstate's Charles Freeman, his wife, their daughter, Pamela, and Wallace Hillborn. Miss Freeman and Hillborn were wed recently.

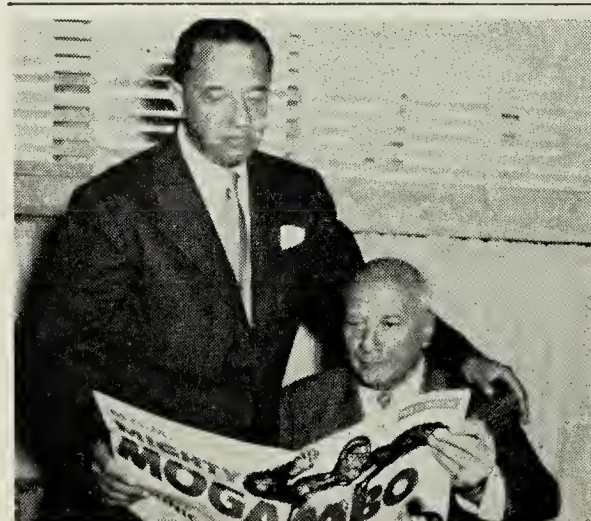
Minneapolis

The Upper Midwest premiere of "The Robe" at the Radio City was termed a "tremendous success" by Harry B. French, president, Minnesota Amusement Company. Earlier, a screening of "The Robe" was held for exhibitors at Radio City.

Recent out-of-town exhibitors in were Ray Blakeslee, Medford, Wis.; Grant Roseth, Underwood, N. D.; Gay Howard, Worthington, Minn.; W. L. Crouse, Evelth, Minn.; Bob Berquist, Chisholm, Minn.; Ernest Chantelois, Iron River, Wis.; G. A. Bengston, Pierpont, S. D.; Harvey Thorpe, Crosby, Minn.; Ira Smith, Osakis, Minn., and Mike de Fea, Milbank, S. D. . . . Ben Marcus, Columbia midwest district manager, and Burtis Bishop, Jr., midwest sales manager, MGM, were in.

Ray Fleischbein, head of service, NSS, vacationed. . . . Mrs. Esther Turner, office manager, NSS, vacationed. . . . Roy Disney, business manager, Walt Disney Productions, was in at RKO exchange.

Casper J. Chouinard, former city salesman, Warners, has been named Television Programs of America account executive for the Upper Midwest. . . .



Boyd Sparrow Loew's Theatres executive, and Ted Galanter, MGM field press representative, recently got MGM's "Mogambo" off to an unusual world premiere at the Warfield, San Francisco, part of which was the above street bally with Frank "Bunny" Allen, the famous "white hunter," a gorilla, and safari, along with bannered truck which stopped traffic.

New at Warners are Carol Luekuma, stenographer, and Charlotte Cronk, biller. . . . Saul Malisow, branch manager, 20th-Fox, and M. A. Levy, midwest district manager, 20th-Fox, attended a meeting in New York. . . . Leo Doty, office manager, U-I, vacationed.

Independent and suburban theatres are seriously considering closing down for December. At a meeting, Ben Berger, NCA president, proposed an agreement for all to close, but could not get concurrence. The problems of 3-D also were discussed.

The new policy of the Arion in not having any screen ads or commercials was written up by Time magazine. . . . Officials of Minnesota Amusement Company attending the annual meeting of AB-PT at Shawnee, Pa., were Harry B. French, Sr., president; Harry B. French, Jr., promotion staff; John Branton, buyer-booker, and Robert Schmidt, in charge of maintenance. . . . A new wide-screen has been installed in the RKO Pan. . . . Leland Davis is the new assistant, RKO Iowa, Cedar Rapids, Ia.

Harland Blake, former manager, Terrace, has been named manager, loop Gopher, replacing Jim Eschelmann, who will manage the Strand and Tower, St. Paul, Minn., when they reopen. . . . Leo Ross, Sauk Rapids, Minn., was reelected president, Home Theatre Circuit. . . . B. A. Bengston shuttered the Neptune, Roslyn, S. D. . . . Al Slavik has taken the Granada, New Prague, Minn., from Jack Wright.

Oklahoma City

Dick May is the new owner, Moore, Moore, Okla. . . . Volney Hamm sold his Ritz, Altus, Okla., to Forest Castleberry and Melvin Loftis. . . . Paul Ketchum, United Artists, suffered a heart attack. . . . Tom McKean and Sam Brunk, Paramount salesmen, and Chester Blakely, RKO salesman, attended the national convention of the Colosseum in New Orleans.

Seen on Film Row were: L. E. Snyder, Apache Drive-In, Tulsa, Okla.; Gerald Bullard, Star, Morris, Okla.; Mrs. C. M. Ausherman, Wakita, Okla.; Bill Cleverdon, Ritz, Eldorado, Okla.; Earl Rains, Rialto, Fort Cobb, Okla.; Volney Hamm, Mount Scott Drive-In, Lawton, Okla.; Lewis Long, 54 Drive-In, Guymon, Okla.; Bill Copeland, Geary, Geary, Okla.; Crawford Spearman, Broncho - Gem, Edmond, Okla.; Lamar Guthrie, Rogue, Erick, Okla.; Lee Guthrie, Rogue, Wheeler, Tex.; D. V. Terry, Woodward-Terry, Woodward, Okla.; L. E. Brewer, Royal, Pauls Valley, Okla.; J. Y. Greenwood, Greenwood, Boswell, Okla.; Johnny Jones, Ritz, Shawnee, Okla.; V. A. Wilkinson, Joy-Ritz, Comanche, Okla.; Claud Thorpe, Gem, Ryan, Okla.; C. L. Nordean, Rex, Konawa, Okla., and Mrs. Avece Waldron, Bluemoon, Lindsay, Okla.

It was brought out in a suit in U. S. District Court that Roy E. Heffner, Boston, was the secret member of a theatre partnership with John Terry, Perry, Okla., from 1929 to 1936. In that year, Heffner quit as a distribution agent for

a producer, and the two men signed a formal contract. At the same time, they sold theatres they owned in Durant and Clinton, Okla., retaining three in Wewoka, Okla. Then, in December, 1937, they sold Griffin Amusement Company a half interest in the Wewoka theatres for \$30,000. The jury was told that Heffner took the \$30,000 and Terry retained a half interest in the three theatres. The question the jury was asked to settle was whether or not the partnership ended there. Heffner was suing Terry for a half interest in everything Terry owns, including oil and gas interests.

Omaha

The CinemaScope screen arrived at the Orpheum for "The Robe." The old wide-screen at the Orpheum is being installed at the Omaha. . . . Dona Carpenter, RKO biller, is taking her vacation at her home town, Wabash, Ind., where her serviceman husband also grew up. . . . Virginia Struve, MGM staff, was at Lake Andes, S. D.

Cliff Shearon installed a new wide-screen at Genoa, Neb. . . . Ditto for Walter Creal, Center and Beacon. . . . Dean Wattonville, MGM shipper, studying to be a pilot, made his first solo flight. . . . Helen Newman, Allied booker, is back from a vacation. . . . I. M. Weiner, U-I branch manager, was spending his vacation in Dallas.

Robert Tankersley has been transferred here by National Theatre Supply as assistant to manager Glen Slipper, who handles both the Omaha and Des Moines offices. Tankersley has been with National Theatre more than six years, starting as shipping clerk in Denver. . . . Joe Scott, 20th-Fox branch manager, was in New York at a meeting. . . . The theatre at Primghar, Ia., operated by Harold Klingman about 10 years, shut down.

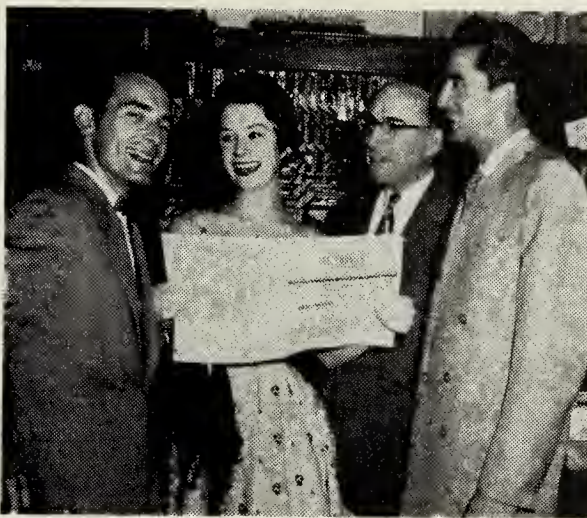
Art Katzen, MGM press representative, Iowa-Nebraska territory, will be married to Berta Weiler, student at Augustana College, Rock Island, Ill. . . . Mrs. Ed Cohen, whose husband is a Columbia salesman, is the head of the women's guild in a new Catholic parish started in westside Omaha.

Bud Marshall, employee of Ralph Blank at the Admiral six years and manager three years, joined the Columbia staff as assistant booker. . . . Myer Stern, head, Hollywood Corporation, returned from the Variety Club golf tournament at Westchester Country Club, Rye, N. Y., with a prize.

Roy Mundin, former exhibitor, Lake Andes, S. D., visited old friends. Bill Weist is the present owner. . . . U-I's Mona Hanson was bridesmaid at the wedding of Beverly Tyler, former staffer with U-I and 20th-Fox in Omaha, to Lou Rida, Kansas City.

Portland

First prize, \$500, in the 100,000 population group in MGM's "Lucky Seven" contest on "Mogambo" was awarded to Marvin Fox, Liberty. MGM will also pay for the execution of his campaign.



Pat Crowley, feminine lead with Ginger Rogers in Paramount's "Forever Female," was recently honored by Portland businessmen, who selected her to preside at a large fashion show. She is seen here with, left to right, Cork Mobley, president, Portland Junior Chamber of Commerce; George Walker, president, Portland Retail Merchants Bureau, and AJ Bower, Junior Chamber of Commerce promotion manager.

In Great Falls, Mont., William Steege, 75, well-known theatre owner-operator of the Rocky Mountain region, died after illness. He was at one time intermountain division manager for Fox, but retired in 1949.

When Gene Engleman, RKO, moved to Spokane, Wash., to sell in eastern Washington and Oregon, he was given a party at the Benson Hotel. . . . Herbert Royster is handling the Oriental. . . . Mrs. J. J. Parker was back from a trip to San Francisco and Los Angeles.

St. Louis

In Jacksonville, Ill., the Majestic is being operated by the El-Fran Theatre Corporation as a temporary replacement for the Times, which was heavily damaged by a fire.

In Centralia, Ill., the fire that broke out on the stage of the Illinois burned several feet of curtains before being extinguished by theatre employes and firemen.

Advance sale of tickets is good for the Harvest Moon Festival to be presented by the Variety Club on Nov. 14 in the Kiel Auditorium for the benefit of the



Wayne Thiriot, Paramount's branch manager in Portland, recently showed Pat Crowley, soon to be seen in Paramount's "Forever Female," the sign of welcome the branch employes placed in the office when they learned she would visit them.

St. Louis Country Day Nursery Care Program, principal Heart Fund activity of Tent 4. Edward B. Arthur, general manager, Fanchon and Marco-St. Louis Amusement Company, Chief Barker, Variety Club, announced that a band and nationally known acts and Hollywood motion picture stars will also appear on the program.

A safe containing an estimated total of \$2,900 in cash and an additional \$5,000 in checks was stolen from the offices of the AFL Electrical Workers Union, Local 1.

The next regular meeting of Loge 19, Colosseum, will be held in the Melbourne Hotel on Oct. 24.

The staff of Bess Schuller's Columbia chalked up 100 per cent participation by signing The St. Louis Globe-Democrat's safe drivers pledge.

Out-of-town exhibitors seen included Tom Bloomer, Belleville, Ill.; A. B. Magarian, East St. Louis; Mrs. Regina Steinberg, Madison, Ill.; Charley Beninati, Carlyle, Ill.; Bill Williams, Union, Mo., and Eddie Clark, Metropolis, Ill.

In Stonington, Ill., funeral services were conducted for Miss Lyle Epling, owner, Roxy, who died in the Memorial Hospital, Springfield, Ill.

Howard Zulauf, manager and part-owner, Esquire, Richmond Heights, St. Louis County, and Arthur Wieggraffe, stage manager, were robbed of about \$3,500 by two armed bandits in the theatre office.

In Girard, Ill., the 386-seat Girard was reopened by Mr. and Mrs. Russell Hall, Waverly, Ill., who had been partners with J. Wyman Hart in the operation of the Rex, Waverly, Ill. They sold their interest in that theatre to William Jackson, Hart retained his interest in the Waverly house in partnership with Jackson.

Bob Von Engle, former territorial representative for Manley, Inc., and later transferred to take over the Cincinnati territory, returned to enter the real estate business.

In Staunton, Ill., Elvin H. Wieck, 61, veteran exhibitor, died. Film folk at his funeral included J. T. McBride, Paramount Minneapolis branch manager; George Reilly, MGM salesman; George Ware, retired 20th-Fox salesman; and exhibitors Mrs. Frieda Paul and her son, Norman, Carlinville, Ill., and Mr. and Mrs. Charles Beninati, Carlyle, Ill. Wieck was a charter member and vice-president, Mid-Central Allied Independent Theatre Owners, Inc., and a member of the Concordia Society of Staunton. He is survived by his widow, a daughter, two grandchildren, and two brothers.

Salt Lake City

Commemorating six years of drive-in entertainment in the Magic Valley area in Idaho Falls, the Motor-Vu and Grand-Vu Drive-In, Twin Falls, Idaho, conducted

a special contest for its hundreds of patrons and gave season passes. As a special anniversary celebration, the firm asked its customers to name the date the Motor-Vu first opened and the show that played on the first date and to name the two leading stars who appeared in the show. The nearest correct answers won a season pass to both theatres. In addition, the runners-up received free drive-in passes.

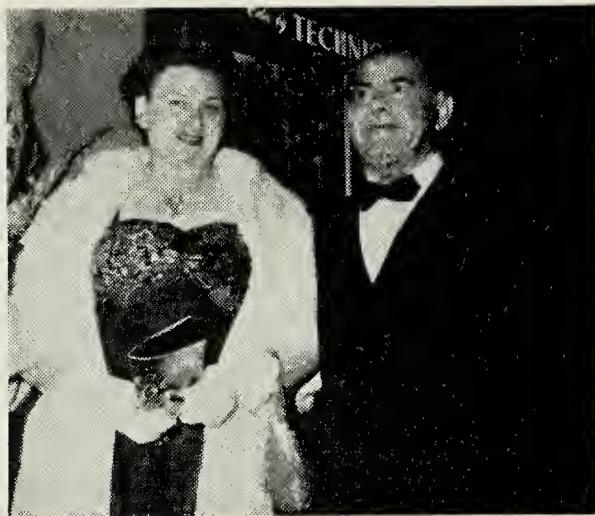
Exhibitors included R. M. Reber, Dixie and Gaiety, St. George, Utah; W. Vosco Call, Capitol, Brigham City, Utah; Alson Shiner, Main and Vernal, Vernal, Utah, and Claire Harvey, Central, Mountain View, Wyoming. . . . Harold Chesler, Princess, Bingham Canyon, Utah, attended the exhibitors convention in Billings, Mont.

Manager Stuart Hardman, Lyric, Logan, Utah, announced that the Lyric would be available for the showing of art films on occasion. . . . John Denman, city manager, Fox Intermountain, Great Falls, Mont., has been promoted to manager, Denver, Denver. . . . Ralph Clark, district manager, United Artists, was in conferring with branch manager W. W. McKendrick. . . . Rube Pearlman, United Artists contract department, was also in the branch. . . . Harold Wirthwein, western sales manager, Allied Artists, stopped in Salt Lake to confer with branch manager Don Tibbs enroute to the Montana Exhibitors Annual convention, Billings, Mont. Tibbs accompanied him to Billings for the meeting.

Thomas MacMahon, branch manager, Republic, attended the Montana convention. . . . Funeral services were held in Great Falls, Mont., for William "Bill" Steege, former district manager, Fox Intermountain, and recently retired from active business. . . . Ralph L. Trathen resigned as general manager, Consolidated Theatres, Salt Lake City. At the present time, Trathen has not announced a new general manager as his successor. . . . The territory join the industry in wishing happiness and success to Helen Garrity, publicity director, Intermountain Theatres, in her recent marriage to Gabe York, 20th-Fox studios. . . . Mr. and Mrs. O. J. Hazen returned from Texas, where they visited with their son, daughter-in-law, and new grandson. Hazen was formerly with Service Theatre Supply and is now with Associated Amusements. . . . Associated Film Exchanges joined the ranks of 3-D distributors receiving the first print of "Robot Monster" for release. . . . Vosco Call, III, former exhibitor in Logan, Utah, and grandson of Vosco Call, I, Capitol, Brigham City, Utah, gained honor and distinction at the University of Washington, where he won outstanding acclaim and a scholarship in dramatics. He is now trying out his luck at the studios in Hollywood.

San Antonio

Walter Grubb resigned his position as assistant publicity director, Interstate Theatres, to become manager, Josephine, operated by Tom Summers. Grubb replaces Kenneth Danie.



Charles Skouras, head, National Theatres, and Mrs. Skouras were among those attending the recent midwest premiere of 20th-Fox's "The Robe" and CinemaScope at Grauman's Chinese, Los Angeles.

The Sunset has been placed up for lease. . . . A. L. Wolfe, coowner, San Pedro Drive-In, returned from Minneapolis.

Among the out-of-town exhibitors in to visit were Juan M. Ayala, projectionist, Plaza, Laredo, Tex.; Raul P. Serna, Raul-Con Drive-In, Escobares, Tex.; Felix Ramos, Ramos Drive-In, Zapata, Tex.; Juan Monsivais, Monsivais, Kennedy, Tex., and Jose Navarro, National, Taylor, Tex.

Abe Willis, Corral Drive-In, San Saba, Tex., loosened 25 prize balloons from the concession stand. They could be claimed at the stand for a prize. . . . Jerry A. Chambless, 19, Plaza, Paris, Tex., died. . . . Howard L. Arthur, Robert M. Rogers, and Jack W. Woldert opened the new Tex Drive-In, Groves, Tex. Arthur is manager. . . . The first drive-in at Glade-water, Tex., the Glade Drive-In, has been opened by Mr. and Mrs. Harrell. It has a 428-car capacity. . . . The new Texas, replacing one burned down, has been opened at Haskell, Tex. Burnice Haley manages the 700-seater.

Elliott Dixon, manager, Palace, Colorado City, Tex., has announced the installation of a wide-screen. . . . Remodeling of the stage and installation of a new wide-screen have been started at the State, Stamford, Tex., according to C. B. Anderson, manager. . . . The name of the Aztec, operated by R. H. Muse, has been changed to the Royal. . . . Harold Foreman has been named manager, Graham Drive-In, Graham, Tex. . . . C. L. and Leo Lance opened the Canadian Drive-In, Canadian, Tex. . . . Mrs. Paul Poag, manager, Rita, Del Rio, Tex., installed a wide-screen. Moved into the Rita was 3-D equipment formerly at the Princess.

San Francisco

Gordon Allen, for Gammon brothers, closed the San Jose Drive-In, San Jose, Cal. . . . Maury Schwarz gave his Bridge a face-lifting with a coat of paint. . . . The Row was saddened with the news of the death of Edward A. Bonns, 65, following a heart attack. He had been working as manager, Enean, Concord, Cal., for Blumenfeld Theatres up to a month ago when he retired. . . . Another sad note was the death of Carl Ronald, 16, son of Lydia McGrath, United-California

Theatres executive offices, who died suddenly in his classroom at Poly Hi. . . . Harry Rice returned to his post of manager, Embassy, following sick leave. . . . Gladys Paul, head contract clerk, Warners, is on sick leave. . . . S. J. Gardner, resident manager, MGM, is vacationing. . . . The new Circle JM Drive-In, Lakeview, Ore., was opened by M. Alger. . . . Julian Harvey, brother of Rotus Harvey, has taken over the Crown, Vallejo, Cal., and the Village, Sacramento, Cal., as an independent operation. The theatres, formerly under operation of Westland Theatres, will be run by J. H., who also plans to do the buying-booking.

Irving H. Levin, divisional director, San Francisco Theatres, Inc., has started something new. At the neighborhood Balboa, he is now selling pocket-size books. . . . Robert Carr, formerly with National Screen Service's trailer department, is now working for Irving Ackerman as assistant to district manager Howard Schulz and relief manager of Ackerman houses. . . . Eleanor Nelson, shipping department, NSS, moved up to the trailer department and Joseph Gerger returned to NSS as shipper. . . . Robert Loosli also returned to NSS in the clearing house. . . . Edward Sutro will be in charge of Golden State Theatres' new venture housed in the executive building on Golden Gate Avenue. The circuit is reportedly branching out to include a new theatre equipment business. . . . The Colosseum held its annual baseball game here and to the credit of William Blair, Jr., Cloverdale, Cal., and his fielding, the exhibitors won over the distributors. . . . Andy Anderson, Paramount salesman, is on leave for reserve duty as captain. . . . Francis Bateman, Republic district manager, was in. . . . Jack Erickson, branch manager, 20th-Fox, was in New York. . . . William Greenbaum, owner, Film Booking Agency of Northern California, hired Mrs. Doris Hamilton as a secretary.

Seattle

Joseph E. Comer, MGM office manager, passed away suddenly. He had been with the company since 1917. . . . Mrs. Betty Hermanson is the new assistant in Sterling's advertising office, making this her second stint with Sterling. . . . Peggy Batie left Allied Artists to live in San Francisco. Her place is being filled by Christine Stormo, promoted from secretary. Her spot will be filled by Georgia Del-Bianco. . . . Jack Burk, 20th-Fox branch manager, stopped over in Chicago for a few days of work with John Doerr. . . . AA salesman Bob Walker was on a vacation-hunting trip.

Glen Haviland, 20th-Fox salesman, returned from a Colosseum meeting in New Orleans. . . . Oscar Chiniquy, National Theatre Supply branch manager, returned from Portland; Cecil Thompson is back from Eastern Oregon, where he was working on equipment and installation work; Harry Plunkett, salesman, who installed the CinemaScope equipment in the Orpheum, Portland, went on to Bellingham, Wash., where he helped install a wide-screen in the Mount Baker, and then on to Spokane, Wash., to install CinemaScope equipment at the Fox.

NEWS OF THE

Territory

BRANCHES

Cincinnati

On business trips were Jay Goldberg, Realart branch manager, to Pittsburgh; Robert McNab, 20th-Fox branch manager, and Jack Kauffman, sales manager, to New York, and Edward Salzberg, Screen Classics, to Chattanooga, Tenn.

In on business were Harold Raives and Dick Dickerson, Schine office, Cleveland, and Jack Haynes, Detroit Theatre Corporation. . . . Attending the Colosseum convention in New Orleans were Ross Williams, central district vice-president, and Pete Nieland, both of UA; Sam Weiss, 20th-Fox, and Manny Nagel, Allied Artists.

Recent vacationers were Mary Lou Harrison, Columbia ledger clerk; Florence Hermann, MGM cashier; Patricia Burling, Paramount contract clerk, and Bob La Sance, 20th-Fox booker. . . . New on Film Row are Lowell Wright, Columbia student booker; Dorothy Kellet, National Screen Service contract clerk, and Nancy Weber, TOC clerk-typist.

Ruth Wagner, National Theatre Supply secretary, was married to Elmer Handy-side. Their honeymoon was spent in Canada and New York.

Exhibitors in were Jack Needham, Columbus, O.; Ray Frisz and Bill Settos, Springfield, O.; Jim Herb, John Gregory and Mr. and Mrs. Robert Epps, Dayton, O.; John R. Poe, Aberdeen, O.; Fred Donahue, New Boston, O.; Hank Davidson, Lynchberg, O.; Harley E. Bennett, Circleville, O.; Joe Marshall, Danville, Ky.; Eugene Combs, Hazard, Ky.; R. M. Johnson, Lexington, Ky.; Don Kessling and Goode Homes, Bramwell, W. Va., and J. Woodrow Thomas, Oak Hill, W. Va. . . . Vance Schwartz, president, Distinguished, moved his office from Film Row to the Hyde Park, nabe art house.

The MGM Club presented cuff links and luggage to Harry S. Sheeran, MGM



Mamie Van Doren, U-I star, touring key cities in behalf of "The All American," recently visited Keith's, Cincinnati, and is seen, left to right, with Mrs. Rube Shor, wife of the owner; Carl Ferrazza, manager; and Gail Gifford, U-I studio representative, travelling with Miss Van Doren.

city salesman, on his 21st anniversary with the company. . . . Gay, daughter of P. K. Wessel, States Film Service treasurer, was in Good Samaritan Hospital. . . . Richard Rosenfeld, president, Standard Concessions, was ill.

Cleveland

CinemaScope came to town at the Hippodrome and has been the talk of the industry ever since. The 6 p.m., 8:30 p.m., and 11 p.m. audiences piled up a total of approximately 5000 paid admissions. The 8:30 show was the deluxe performance. The continuous policy starts with an early bird 8:30 a.m. show and ends with the 11 p.m. show. Admissions are scaled at \$1 to 1 p.m., \$1.25 to 5 p.m., and \$1.80 in the evening.

Oliver Theatre Supply's M. H. Fritchle has installed RCA stereophonic sound in the State, Findlay, O.; State, Sandusky, O., and Paramount, Youngstown, O. . . . Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, says the National Allied convention in Boston was enlightening and worthwhile.

Harry Goldman, recently appointed United Artists district manager, paid the branch a visit. . . . United Artists "Sabre Jet" will have a saturation first-run showing playing in 22 key first runs on Oct. 23-24.

RKO head booker John Sabat has completed the second leg of a vacation. Office

manager Otto took over the bookings in his absence. . . . Mark Goldman, IFE district manager, thinks there's money in "The Secret Conclave." . . . Herman Imand, who doubled as shipper for National Screen Service and also as assistant to manager Robert Martin at the Shaker, entered a two-year contract with Uncle Sam. Friends and associates gave him a going-away party.

Bernie Rubin, Imperial, is booking a horror program in 3-D for Hallowe'en, "Robot Monster," a 3-D subject, plus "Captain Scarface" in 2-D. While in New York, Rubin took over the northern Ohio distribution of "Man Of Conflict," and other product.

Irving Marcus, National Screen Service salesman, spent a vacation painting his home on the outside. . . . Dave Shia, St. Clairsville, O., theatre owner, and Mrs. Shia proudly announce their adoption of a three-month-old boy to make their household a threesome.

Sylvan Goldfiner, district manager, was in for the CinemaScope opening of "The Robe" at the Hippodrome. With headquarters in Chicago, Goldfiner supervises theatres of the Sheftel-Burger group.

Detroit

Moe Dudelson, veteran district manager for United Artists, announced his entering the independent film distribution field, opening an office at 718 Fox Theatre building as Moe Dudelson Enterprises. He will specialize in handing state right films. He has also taken over the franchise for Michigan for National Telefilm Associates.

"The Joe Louis Story" had its world premiere at the Broadway Capitol. The celebrity-studded opening was attended by Louis, Governor G. Mennen Williams, Mayor Albert Cobo, stars of the sporting world, and sports editors and reporters. The gala bow of the Stirling Silliphant production received full radio and TV coverage, with the ex-champ appearing on the stage of the Broadway Capitol. A cavalcade of 15 bannered cars carried the celebrities through downtown Detroit to the premiere. Backing the gala opening of "The Joe Louis Story" was a comprehensive publicity and exploitation barrage.



Al Levy, 20th-Fox Pittsburgh branch manager, and C. Glenn Norris, 20th-Fox Atlantic division manager, were on hand recently to greet Spyros P. Skouras, president, 20th-Fox,



upon his arrival in Pittsburgh for the premiere of "The Robe" and CinemaScope at the Harris. On the right, Skouras is seen at a Carlton House Hotel press luncheon.

The Broadway Capitol's first premiere came about in the second year of Sol Korman's management. The big night saw the six stars of "The All American" arrive at five minute intervals complete with police sirens and screaming juveniles. The stars are credited with giving some 4,000 autographs.

David Idzal, manager, Fox, confidently expects "The Robe" to run six months. . . . Dillon Krepps installed Amplex sound in the United Artists. . . . Eddie Loye returned to the RKO office after a vacation. . . . A reluctant window in the Dillon Krepps home sent Mrs. K to the hospital.

Locals are facing up well to their annual Friday night problem as the school crowd is chopped up by night football games. . . . At the first of the long "Gentlemen Prefer Blondes" stay at the United Artists, manager Dillon Krepps simply advertised with a picture of the co-stars and the line, "Have you seen what gentlemen prefer at the United Artists?"

The 50th anniversary of the Ford Motor Company, which gave television its best show of the year, now gives the industry a documentary film, "The American Road." The 40-minute presentation contains much filmed history of the auto's rise in the American scene. Distributed by Ford Film Libraries, Dearborn, Mich., it was written by John M. March, with narration by Raymond Massey, and music by Alex North.

A familiar street scene is getting a change as the Detroit ordinance prohibiting them sees the last of the huge vertical theatre signs coming down. . . . An All-Disney package, "The Sword And The Rose," "Prowlers Of The Everglades," and a "Donald Duck" played the Balaban-operated Adams.

Will Rock, who bought the Thurston magic show after the death of the great magician, appeared in person at the opening of "Houdini" at the Palms.

Bill Flemion, managing director, Studio, is back after a New York foreign film buying tour. . . . RKO shorts manager Sid Kramer was in. . . . The Sanilac, Sandusky, Mich., expects to have wide-screen operation in November, according to Ernie Chrysler. . . . National manager Jim Bennett reports his wife Ella, Broadway Capitol, in the hospital for a checkup. . . . MGM's John Maloney was a visitor. . . . Frank Pivovar is installing 3-D in the Trenton, downriver Trenton, Mich. . . . Vivian Aumock, Trenton operator, is back after a Seattle vacation. . . . Lee McLain, Rex, Morenci, Mich., visited.

Indianapolis

With 15,000 teachers expected to assemble for the Indiana State Teachers convention on Oct. 22-24, Warners set the Indiana premiere of "So Big" at the Circle. Executives of convention cooperated with Warner representatives to make the premiere a gala event. The com-



Seen at the recent premiere of 20th-Fox's "The Robe" in CinemaScope at the Fox, Detroit, were E. C. Stuckey, film buyer, Butterfield Circuit, and his wife; T. O. McCleaster, 20th-Fox central division manager, and J. J. Lee, 20th-Fox Detroit branch manager.

pany prepared two campaigns, one aimed to attract teachers and the other the general public.

The Twilight Drive-In, Louisville, Ky., has installed a wide-screen. The usual closing by the Butler, Butler, Ind., and the Lyric, Waterloo, Ind., took place during the week of the County Fair. . . . Vilma Barrow, secretary to manager Claude McKean, Warners, was vacationing in New Orleans. . . . William Carroll, secretary, Allied Theatres, and President Trueman Rembusch attended the national convention in Boston.

New equipment furnished by National Theatre Supply include: Rushville Amusement Company, Princess-Walker wide-screen; Van Noy, Middletown, Ind., Walker wide-screen and Kollmorgan wide-angle lenses; Flora, Flora, Ind., Walker wide-screen and Kollmorgan wide-angle lenses, and Cooper, Cooper, Brazil, Ind., equipment for showing 3-D.

Dave Friedman, Paramount exploiter, had Nicole Maurey, in "Little Boy Lost," in. . . . Gene Rovenstein, Comet, Burbon, Ind., attended a teachers' convention. . . . The Melody Drive-In, Bass Lake, Ind., operated by Richard Hand, closed. . . . Fletcher Brewer, State, Lafayette, Ind., was fishing. . . . W. O. Kohlhorst, Fairy, Napanee, Ind., has returned after a long illness. He had been confined for about one year.

Clayton Bond, formerly with 20th-Fox and now associated with the New York

office, reports the arrival of a baby boy after three girls had arrived. . . . Gene Rovenstein, who, in connection with operating a theatre, is a school master, attended a teachers convention.

The Union, Liberty, Ind., has been taken over by Clark Williamson. . . . Branch manager Robert Conn spent a week in the 20th-Fox home office in New York. . . . Head inspectress at 20th-Fox, Karris Kennedy, was on her vacation.

The Majestic, Seymour, Ind., closed and will be taken over by M. Smith, Seymour. . . . The Switow Circuit is opening the Vondee, Seymour, Ind. . . . Larry Paikos and his organization acquired the Logan, Noblesville, Ind., from John Servaas. The Logan will be combined with management of the Diana, Tipton, Ind., under Larry Paikos. Pete Fortune has been appointed buyer-booker for both the Logan and the Diana.

Joseph W. Bohn, Realart, attended the meeting of Filmmakers in Chicago. . . . Realart announced plans for the showing of "Hannah-Lee" in 2-D as well as 3-D.

The gala premiere of "The Robe" was held at the Indiana attended by state and city officials and exhibitors and distributors.

Seen on Film Row were William P. McGovern, Ritz, Loogootee, Ind.; Kenneth Law, Cozy, Argos, Ind.; Gert Rayburn, Ben Hur Drive-In, Crawfordsville, Ind.; Al Borkenstein, Wells, Fort Wayne, Ind.; John Micu, Indiana, Fort Wayne, Ind., and J. B. Sconce, Sconce Circuit, Edinburg, Ind.

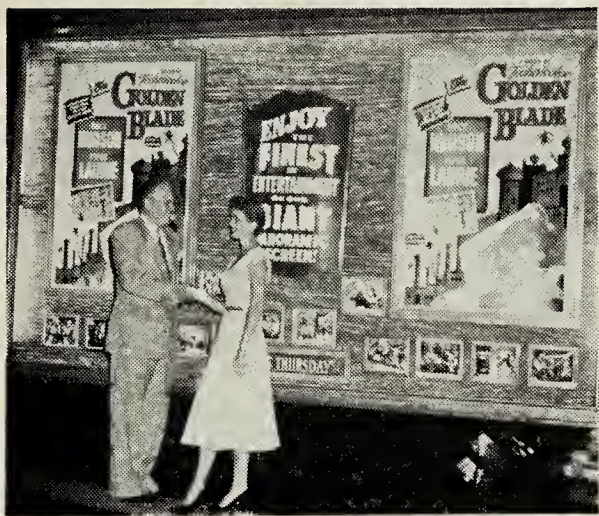
Pittsburgh

Ralph Buring, Paramount publicity representative, left his new car on Film Row and returned to discover it had been smashed into. . . . CinemaScope is being installed in the Fulton for "How To Marry A Millionaire," which will make its bow Armistice Day, Nov. 11.

Jack Kiefer has been moved from the Strand to the Stanley as associate manager. . . . SW announced the promotion of Harold Cornelius from assistant, Schenley, to manager, Washington, Pa., house. . . . Maurice Conn and his wife, Barbara Worth, were in to confer with Bert Stearn concerning "The Connie Mack Story," which they will co-produce. The Conns



Paul Jacobs, manager, SW La Roy, Portsmouth, O., recently created the above publicity stunt of an institutional nature, which vividly brought home the "safe driving" message as intended.



Bethe Douglas, executive secretary, National Association of Redheads, which recently voted Piper Laurie, starred in U-I's "The Golden Blade" as "Redhead Of The Year," is seen in Cleveland with Howard Higley, manager, Allen.

arrived after extended interviews with Mack in Philadelphia.

Mr. and Mrs. George Shannon added a baby girl to the family in Miami, Fla. Mom was formerly associated with Cop. . . . Al Levy, 20th-Fox manager, held meetings of all exchange employees to get this year's Red Feather Drive off to a booming start.

Nancy Moore, daughter of Mr. and Mrs. B. F. Moore, (he's district manager for SW), was married to John Moffatts, associated with the Pittsburgh Glass Co.

Don D'Aquila, former assistant to Saul Bragin at SW, has been promoted to corporal and is now managing a post theatre in France.

Pittsburgh salesmen Sam Milberg, RKO; Charlie Dortic, Columbia, and Floyd Klingensmith, Columbia, returned from the Colosseum convention in New Orleans. Results were discussed by the Loge at a special meeting.

Tommy Woods, Hi-Way Drive-In Corporation, announced the closing of both the Odin, Greensburg, Pa., and Hi-Way, Latrobe, Pa., Drive-Ins. Among the other cold weather casualties are the Kane Drive-In, Kane, Pa., and the Wexford Starlite, which cut down to weekends only.

Tony Collincini, city manager, SW, Greensburg, Pa., promoted a Ford to be given away Thanksgiving weekend. Ten merchants are cooperating.

Ralph Shadley, Academy, Meadville, Pa., is visiting his daughter and her husband in Dallas. . . . Joe Birroco, Garby, Clarion, Pa., is setting up a spook show for Hallowe'en. An original feature will be cider and donuts served after the show. . . . John Barr is doing the buying and booking for the newly reopened Marien, Marienville, Pa. . . . Al Nordquist, Galeton, Pa., was on a hunting trip in Canada. . . . Mrs. J. B. Christy, Tidioute, Pa., is recovering from a bout with the flu.

The annual general meeting of all Shea Circuit managers will be held on Oct. 27 and 28, according to Gerald Shea, president. Topics to be covered will include Thanksgiving and Christmas-New

Year's bookings, advertising, exploitation, and promotion; coming product and playing policies; 3-D, wide-screen, and CinemaScope; good housekeeping; personnel and labor relations, and concessions. The two day session will be attended by the circuit's 22 managers from New York, New Hampshire, Massachusetts, Pennsylvania, and Ohio; Frank King, field representative; and, from New York, Tom Shea, Richard Harper, Ray Smith, and William Barry.

Colonel H. A. Cole, co-chairman, COMPO tax repeal committee, will attend the first regional meeting to discuss the new campaign here on Oct. 22. Robert Coyne, special COMPO counsel, said other meetings are being set up.

Ohio Columbus

Carol Sheets, 17-year-old redhead, won the title of "Miss Flame of 1953" on the stage of Loew's Ohio in a contest sponsored by the Columbus Junior Chamber of Commerce in connection with "Fire Prevention Week." Manager Walter Kessler presented the winner a wrist watch in the name of Kathryn Grayson and Howard Keel, stars of "Kiss Me Kate."

The Independent Theatre Owners of Ohio, in a recent bulletin, clarified the state sales tax as regards use of 3-D glasses with the following observations: "The matter of sales tax on glasses for 3-D pictures when sold separately has arisen, and we have obtained rulings from the State Sales Tax Division on this subject. Although some of the distributors have collected sales tax from exhibitors, they have no legal right to do so. Furthermore, in some instances that we know of, the distributors have collected sales tax and have not issued stamps, which is a violation of the law. The exhibitor, according to the sales tax division, does not have to pay a tax on glasses which are purchased for the purpose of resale to the public. The same holds true of the permanent type of glasses which are rented to the public for a charge. If the glasses are given away, however, without any additional charge, the exhibitor must pay the sales tax and the distributor must collect it because in that case the exhibitor has not purchased them for resale. You are further advised that if you are selling



Irwin Solomon, manager, Ohio, Canton, O., recently welcomed Mamie Van Doren, U-I star of "The All American," touring key cities. She was featured at an autograph party.

Cancer
strikes
1 in 5

Strike
back

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American
Cancer
Society



glasses for 15 cents a pair and a patron buys three admission tickets and three pairs of glasses, you are obligated to obtain a vendor's license and charge a sales tax. The same holds true of glasses being sold at 10 cents a pair when a patron buys five pairs or more at one time. The simplest way to avoid the nuisance of collecting sales tax is to handle each sale of more than 40 cents separately. If a patron buys three tickets and three pairs of glasses for 15 cents each, handle it as two tickets and two pairs of glasses and then another ticket and another pair of glasses. In that way, the entire transaction is exempt from tax.

Walter Miles, Miles Circuit, and Richard Barker, local travel agent, are on a 34,000 round-the-world air tour. They'll return in mid-November.

Francis Earl Lingo, 73, died in Oakmont, Pa. He worked as carpenter and electrician at the Hartman and Majestic and was a brother of George Lingo, electrician, Loew's Broad.

Harry Simon, Jr., former manager, RKO Grand, was here for the Ohio State-Illinois game. Simon is now sales manager for WFAU, Augusta, Me.

David M. Pence, 45, general manager, J. Real Neth Theatres, died suddenly following a heart attack. A native of Lynchburg, O., Pence joined the Neth theatres 15 years ago. He started his theatre career with the Hartman. He is survived by his wife, Dorothy; a son, David Michael; his mother; two sisters; one niece, and one nephew.

The Avondale may be reopened if suitable new seats can be obtained. The

Champion is expected to reopen soon following renovation. The local projectionists' union attempted to buy the theatre for its headquarters but the deal fell through. . . "Kip" Smiley has replaced Art Adams as MGM salesman.

William H. Claspill, 86, oldest member of the local musicians' union, died in White Cross Hospital.

The test engagement of Metro's 3-D musical, "Kiss Me Kate," has been postponed until Oct. 29 at Loew's Ohio.

Biff Elliot, who plays Mike Hammer in the 3-D feature, "I, The Jury," made a good impression during his three-day publicity stopover here.

Fairborn

D. E. Kinsel, Skyborn Cruise-In, came up with his own version of the newspaper circulation booster, the lucky buck gimmick. He issued lucky match books, 127,000 of them, during the summer, with one in every eight good for a free admission. They were given away by merchants as well as with every sold admission.

Portsmouth

Paul Jacobs, La Roy, formed committees from the Scioto County Red Cross, American Legion, Blood Donors Association, and the Chamber of Commerce, who, together with the city's mayor and 15 former German and Korean prisoners of war, gave a gala reception to Paramount's "Stalag 17." Each person pledging to donate blood was admitted free. A jeweler gave a gift to each former POW. The event received wide coverage from the local newspaper and radio station, which broadcast a 30-minute show direct from the theatre stage.

Youngstown

Theatres asked City Council for quick repeal of the city's three per cent admissions tax. Edward C. Prinsen, Palace and State, said the \$60,000 collected annually by the city through the tax is "peanuts to you but all-important to us." Council President ordered the law department to draft repeal legislation and requested a letter from the theatre owners group stating their position.



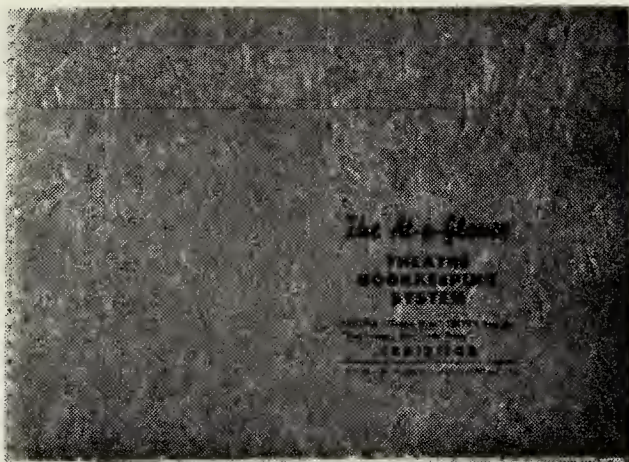
May Wynn, feminine star of Columbia's "The Caine Mutiny," recently had a happy reunion with singer Toni Arden and Pat Hardy at a party given her by Danny Stradella, host of Danny's Hideaway, New York City. Both May Wynn, formerly Donna Lee Hickey, and Pat Hardy were Copacabana chorus girls before they became movie stars.

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sheets
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NEWS OF THE

Territory

Boston
Crosstown

In its first day's business "The Robe," RKO Keith Memorial, broke all existing house records with the opening day figure of \$9,582 net, not including tax.

The Massachusetts Commissioner of Public Safety, who had originally argued that two projectionists were necessary in a projection booth because of the danger of fire, revised his position. The Commissioner, in an appeal to the Supreme Court, bases his stand on the possibility that some member of the audience might start a panic.

Loew's Orpheum was held up by a lone bandit wearing a black-visored cap. He escaped with \$110. Eleanor Tafraian said the man handed her a note reading "Hand over a hundred." She answered that she didn't have that much, but that she'd be glad to give him \$1. When he threatened her with a gun and demanded the money, she handed over a package containing \$110.

The Lyric, White River Junction, Vt., will have complete CinemaScope and stereophonic sound installations put in by Massachusetts Theatre Equipment, according to the owners, Allard Graves and the Interstate Theatres Corporation. Bob Zerinsky is putting in CinemaScope in his Scenic, Keene, N. H., also to be installed by Massachusetts Theatre Equipment.

Dorothy Driscoll, Stoneham, Mass., is relief aide at the Stoneham, operated by Nat Hochberg. She was selected to work on Saturday afternoons because she handles the kiddies so well.

The world-wide premiere of Orson Welles' production of "Othello" will be at the Beacon Hill New Year's, according to Benjamin Sack, owner. The film will play at advanced admission prices. Sack brought a print from New York and had a private screening for manager Sam Richmond and a group of Shakespeare students from various colleges.

Toni Russo, manager, Interstate's Star, St. Johnsbury, Vt., general chairman for the state for the "Jimmy Fund" drive, collected \$1,168.34 from various enterprises thought up by his committee, such as "Tag Day," softball games, solicitations from merchants, and a circus put on by the kiddies. "That's a lot of money from a town of only 9,000 population," said Russo. "And that shows just how hard the committee worked. It exceeded our last year's drive by quite a bit."

Among the out-of-towners from upper New England who attended the Allied

(Continued on next page)

Friends Fete
Israel Levine

NEW HAVEN — Friends came from near and far to honor Meadow Street's smiling film man, Israel "Hymie" Levine, on his 75th birthday with a dinner dance at the Waverly Inn, Cheshire, Conn., on Oct. 7.

Associates from Boston, New York, and other spots attended in addition to the large Connecticut group. Following cocktails, they enjoyed a delicious roast beef dinner, and the affair was made more pleasant with orchestra and Hammond organ music.

At the head table were the guest of honor and his own family, with toastmaster Herman M. Levy in the center.

A huge smiling portrait of Levine was in the background, expertly done by George Weber.

The program started with standing introductions of Harry Feinstein, Sylvia Feinstein, Harry F. Shaw (who called attention to an "old-time woman exhibitor" being present to honor Levine, Mrs. George Wilkinson, from Wallingford, in her 84th year), Harry Lavietes, B. E. Hoffman, Dan Finn, Sam Seletsky, George Wilkinson, Jr., Bill Vuono, John Scully, Jim McCarthy, Harry Browning, Matt Saunders, John Derbin, Morris Jacobson, Julia Smith, Morris Hadelman, Meyer Feltman, Colonel Lip, "Bridgie" Weber, and Jack Schwartz.

Ted Jacocks told of his early days on Meadow Street with Levine, John Pavone related his experiences, and Henry Germaine followed. Mrs. Barney Pitkin introduced her husband after paying her respects to Levine being a good next door neighbor.

Pitkin told of his days with Levine when he was a shipping clerk and Zippy Goldman was in charge, Levine being the salesman. Pitkin concluded this part of the program by presenting a scroll, with names attached.

Levin accepted it and told of his happiness and success being responsible to his being with his family and also his aim in being a friend of everyone. He then introduced each member of his family.



In Boston, the Variety Club of New England recently honored John G. Moore on his promotion to Paramount assistant eastern division manager. Here Moore, left, formerly Boston branch manager, listens while Martin Mullin, president, New England, reads the scroll of tribute inscribed by members of Tent 25. Moore also was gifted at the affair which took place at the Bradford Hotel.

The closing ceremonies saw another presentation, a large box, which Levine opened to the background orchestra music of "This Is My Lucky Day." After taking out quite a bit of waste paper, he found a heavy money bag, silver coins. Levine's final words, after thanking the group, were that he hoped that he would have the opportunity to be present for the 75th birthday of everyone present.

Telegrams were read and received from Al Schuman, Rabbi Goldberg, Harry Olshan, Leon Welter, Frank Flood, Arthur Lockwood, Lou Gordon, and Nat Furst. Dancing followed. Much credit for the success was due to Sam Germain.

Among those present were the following: S. Adorno, Jr., S. Adorno, Doug Amos, Mr. and Mrs. Henry Breuning, Mr. and Mrs. Harry Bostwick, Mr. and Mrs. Max Birnbaum, Mr. and Mrs. Lou Brown, Evelyn Belmuth, Maurice Belmuth, Mrs. M. Belmuth, Harry Browning, Flora Cohen, Mr. and Mrs. Dick Cohen, William Canelli, Mr. and Mrs. Sid Cooper, Mr. and Mrs. James Darby, Ernie Doreau, Joseph DiFrancesco, John Derwyn, Mr. and Mrs. J. Elprin, Mr. and Mrs. Arthur Edmond, Mr. and Mrs. Harry Feinstein, Mr. and Mrs. Feinberg, Dr. and Mrs. Frank, Harry Feldman, Mr. and Mrs. Franklin Ferguson, Mr.

(Continued on page NT-4)



A testimonial plaque was given to Israel "Hymie" Levine at the recent 75th birthday dinner dance party given in his honor at the Waverly Inn, Cheshire, Conn. Seen above are Sid Cooper, New Haven UA branch manager and committee member; Barney Pitkin, RKO branch manager, making the presentation to Levine, center; with toastmaster Herman M. Levy, TOA and MPTO of Connecticut executive looking on, in addition to Sam Germain, 20th-Fox and treasurer of the event.

Crosstown

(Continued from preceding page)

convention was Joe Cronan, Community, Guilford, Me., who announced that he has given up the lease of the theatre and is now retired. When asked as to the condition of his son Joe, Jr., stricken with polio a year ago while working in Syracuse, N. Y., the elder Cronan answered happily, "Joe won a golf tournament just the other day, proving how light his case was, so our worries along that line are over." The Community will be reopened for the winter season and will be equipped with the new wide-screen and CinemaScope processes by owners Elliott and Elliott, according to Cronan. Also in from Maine were Eugene Boragine, Saco Drive-In; Mr. and Mrs. Marshall Carleton, Yarmouth, Yarmouth; Royal Bolduc, Lisbon Drive-In; Charles Brooks, Ashland; Mrs. Katherine Avery, Anchor, Kennebunk; Mrs. Ella Mills, Milo; Mrs. Ida Mae Dondis, Strand, Rockland, and others. Henry Neveux and his son, Henry, Jr., who operate the Plainville Drive-In, Plainville, Mass., were interested observers.

The Manley display booth at the Allied convention proved to be a popular spot. Word went around that the Manley Ice-O-Bar was serving the "best free five-cent drink" in the entire convention. Planned by district manager Lyman O. Seley, the drinks were dispensed by Marguerite Gill, Manley secretary, and were a welcome respite to tired exhibitors. . . . Motion Picture Advertising held open house on the first floor of the hotel with Claude Lee, Adolph Haas, and others welcoming the delegates. . . . J. R. Johnstone, National Carbon Company, welcomed delegates at his suite with other members of his company. Alexander Film Company drew large numbers of conventioners at its suite on the third floor.

In his address to the Allied convention, Colonel Cole, Allied co-chairman, tax elimination committee, berated the delegates for "too much complacency in your attitude towards this important step for the survival of our industry. Now we must start all over again. We have only 60 days before Congress convenes again and we have lost substantial ground. The President's veto was persuasive to many Congressmen and it may be questionable whether we have the majority today. You did not even bother to write to your Congressman to thank him for a job well done when we urged you to. Only six congressmen were sent thanks from exhibitors. This is appalling."

Rifkin Theatres and Philip Lowe signed a long term lease on the Meadow Glen Drive-In, Medford, Mass., with owner Joseph Longo, thus making five open-airers under the Rifkin banner. The transfer took place on Oct. 10 when the Rifkins started the operation of the premises. Built in 1949, the Meadow Glen accommodates 1100 cars. Roland Moon, manager, Quintree Drive-In, was brought over to take over the new acquisition for the remainder of this season. Other drive-ins operated by the Rifkins are the

They Still Talk About The Allied Meet

BOSTON — Judging by the enthusiasm displayed at the Sheraton-Plaza Hotel for the three-day convention of Allied States Association, the national meeting was one of the most successful on record.

The finale was the banquet in the main ballroom, preceded by a cocktail party in the Hub Room which spilled out onto the main lobby of the hotel.

The host was the Pepsi-Cola Company, and that, too, was a complete success.

Tom Meehan, Providence, R. I., a former theatreman, toastmaster, did a good job of introducing the head table guests. Speakers were Norman Glassman, general chairman; Irving Isaacs, president, Independent Exhibitors, Inc., of New England; Jack Brown, representing Mayor Hynes; David Williams, representing Governor Herter; Samuel Pinanski; Nathan Yamins, and A. F. Myers, Allied general counsel, whose duty it was to introduce the chief speaker, Ambassador James J. Wadsworth, UN.

In his brief address, Myers said, "This has been a great convention, stimulating and informative. It is the first one in several years that has sent me back to Washington with a deep feeling of optimism. We as an industry have had to undergo humiliating experiences in having to tell the public how hard up we are, but we had to do this to make our appeal to the federal government in order to get it to give us a simple act of justice, the elimination of the admission tax. Now the public is talking about us again.

"Interest is aroused in all this new presentation media and the public is again realizing that the motion picture is the best entertainment there is." Ambassador Wadsworth spoke on the UN and told of the great work of the organization.

Quintree, Braintree, Mass.; Wareham, Wareham, Mass.; Pike, Johnstown, R. I., and the Skyview, Brockton, Mass.

The reopening of the Copley under the banner of the boys from the Brattle, Cyrus Harvey, Jr., and Bryant Haliday, proved to be a gala affair. The picture chosen was Stratford's "Mr Potts Goes To Moscow," and with it the UPA cartoon, "The Tell-Tale Heart." On the opening day, attendance was so good that the early evening show was a complete sellout with standees. John Dervin, Stratford, came over from New York and was beaming.

Film District

Kenneth Forkey, Park, Worcester, Mass., is the first exhibitor to sign for the new Price Premium modernistic dinnerware pattern in the hand painted, underglazed shell pattern on display at the Church Street offices of Harry Germaine.

Kenneth R. Douglass, president, Capitol Theatre Supply, largest independent theatre equipment company in New England, announced that Ernest J.

Comi had joined his staff as general manager. Comi is well-known in the theatrical equipment field, having been associated with the business since 1926. He cordially invites all his friends to visit him at his new office. This appointment is the second to be made at Capitol within the past two weeks. Norman Sharp has been added to the repair and service department due to the increased business in the various new presentation media.

Eddie Klein, head, Bay State Film Company, is resting at Massachusetts Memorial Hospital, where he was put under observation.

Relston, Inc., theatre candy concessionaire, has been given the distributorship for 10 models of popcorn machines of Cretors Manufacturers, Chicago. James Stoneman, Jim Godsill, and Nat. Ross were in prominent attendance at the Allied convention in the Cretors display booth, where the company showed its new improved Hollywood model machine, the deluxe model, and the Hollywood junior model, the latter designed for smaller theatres. Ed Chrisman, Cretor home office, was in charge of the display. With Relston now handling the sales of these machines, a complete line of Cretor parts and equipment is available at the Brookline, Mass., office of Relston. Qualified mechanics under the supervision of the factory-trained expert, Godsill, are available for repair servicing at all times. He took a 10-week training course in Chicago.

New Haven Crosstown

An ambitious campaign was set by Morris Rosenthal, manager, and Charles Gaudino, assistant, for "Mogambo," Loew's Poli. Anyone out at the Yale Bowl for the Columbia game who saw a hustling young man taking pictures of a "Mogambo" gag, it was Gaudino. . . . Columbus Day provided kiddies show promotions.

Meadow Street

U-I was host to exhibitors with a branch manager's introduction luncheon at Kayseys Restaurant, at which time Harold Saltz, new branch manager, was introduced. More than 40 were on hand to greet the former Philadelphian. John Scully, Pete Dana, and Ray Moon came in.

Preliminary discussions are taking place regarding the annual Christmas party. Held jointly, the 1953 event is expected to include most all of the branches. Last year, the party was held at The Castle.

Drive-ins are changing their schedules. Weekend operations are now in effect at the Post Drive-In, East Haven; Center Drive-In, Ansonia, and East Windsor Drive-In. Others reported due to follow include the Manchester Drive-In and Bowl Drive-In, West Haven.

George Somma, Republic branch manager and chairman, distributors group, Christmas "Salute" for the Will Rogers Memorial Hospital drive, discussed plans with other branch managers. . . . Division manager Harry F. Shaw, Loew Poli New

England Theatres, and zone manager Harry Feinstein, Stanley Warner Theatres, are exhibitors co-chairmen, co-operating with the distributors committee.

Ralph Mauro, National Theatre Supply, was at the Allied confab in Boston. Others from the area there included exhibitors Morris Shulman, Barney Tarrantul, Hector Frascodore, and Sam Cornish. . . . Wide-screen installations are set for the West End, Bridgeport; Rivoli, Bridgeport; Pequot, New Haven; Stamford, Stamford, and Guilford, Guilford. . . . When the TOA has its annual convention in Chicago, those from Connecticut attending will be Herman M. Levy, Al Pickus, Ted Jacocks, and Arthur Luhr. . . . The Warner exchange got attention with two words on the doors and windows, "So Big." . . . Sam Cornish, Niantic exhibitor, and "Jed" Prouty, formerly at the Victory, New London, have gone into the restaurant business with an eating place and coffee shop.

When Bob Elliano, Milford, was in Cleveland, he was tapped on the shoulder. Turning around, he was face to face with Carl Reardon, formerly branch manager, U-I, and now is in charge of the Ohio branch. . . . Free gifts were given to the first 300 kids at the "Mickey's Birthday Party" at the Hamilton, Waterbury. . . . Jack Schwartz, West End, Bridgeport, and his wife, Hannah, were among the first nighters at the Shubert premiere of "Sabrina Fair." . . . Friends in the area attended the funeral of projectionist James Fensore in Bridgeport. The deceased was a Loew Poli boothman and was at one time president, Local 277. He also held other offices in the projectionist's union. . . . The Oak, Oakville, gave a free photo of Roy Rogers and Trigger at a Saturday kiddies matinee.

At a recent meeting of the Motion Picture Theatre Owners of Connecticut Harry Feinstein, Stanley Warner zone manager, and Al Pickus, Stratford exhibitor, were added to the board. The following slate was re-elected: George H. Wilkinson, Jr. president; Irving C. Jacocks, Jr., treasurer, and Herman M. Levy, executive secretary. The board includes E. Michael Alperin, Southington; Lou Brown, New Haven; Harry Browning, Boston; B. E. Hoffman, New Haven; Irving C. Jacocks, Branford; Arthur H. Lockwood, Winsted; Samuel Rosen, New Haven; Harry F. Shaw, New Haven; Sam Weiss, Stamford; Irwin Wheeler, New Canaan; George H. Wilkinson, Jr., Wallingford, and Pickus.

Circuits

Loew Poli

J. R. Vogel stopped off enroute to the Boston area. While in the Massachusetts city he visited his daughter, a student at Radcliffe. . . . Publicity director Lou Brown was in Bridgeport. . . . Loew Poli, Bridgeport, set a TV talent hunt on stage with 13 acts and an orchestra.

Variety Club

New Haven, Tent 31

Election of officers is scheduled for Oct. 26.



Miss Viola Berlin, manager, Exeter, Boston, is seen recently with director Peter Brook, who directed WB's "The Beggar's Opera," and Mrs. Brook at its showing.

Connecticut

Hartford

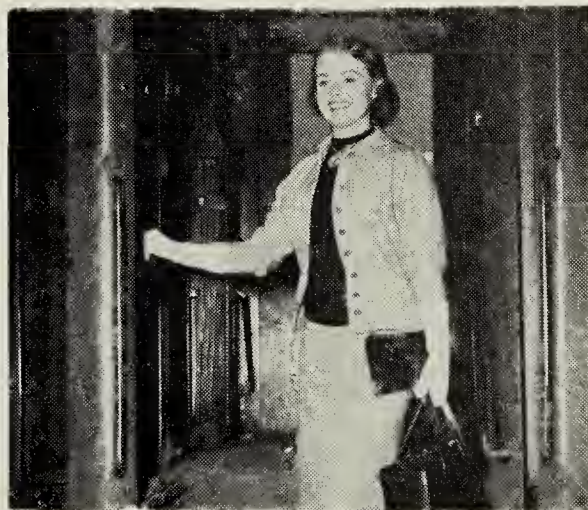
Abe Bernstein, field representative, Columbia, worked with George E. Landers, division manager, E. M. Loew's Theatres, and Sperie Perakos, general manager, Perakos Theatre Associates, on "The Big Heat," E. M. Loew's, Hartford, and Hi-Way and Beverly, Bridgeport.

Construction has started on a \$125,000 drive-in on Route 32, Mansfield, north of Willimantic. Backing the 750-car unit are Morris Keppner, partner, Burnside Theatre Corporation, Hartford, and Louis Lipman, Lipman Motors, Hartford.

Monday through Friday matinees have been dropped at the Eastwood, East Hartford, and Elm, Elmwood, by Perakos Theatre Associates. . . . Joe Miklos, Stanley Warner Embassy, New Britain, promoted beauty shop tie-in ads on "Lili."

Jack A. Sanson, Stanley Warner Strand, invited members of the Trinity College football team and band to an evening performance of "The All American."

As promotion on "City That Never Sleeps," Fred R. Greenway, Loew-Poli Palace, invited police officers to a showing.



Myrna Hansen, featured in U-I's "The All American," recently posed for cameramen upon her arrival in Hartford, Conn., to attend a Stanley Warner Strand press luncheon set up by manager Jack Sanson. Bill Gandall, U-I promotion staff, accompanied her.



In connection with the campaign recently developed by Red King for U-I's "The All American," RKO Boston, Boston, the American News Company trucks carried special signs.

General William Hesketh, Connecticut Civil Defense Director, disclosed plans to screen the CD short, "This Is Civil Defense," in theatres throughout Connecticut, through cooperation of theatre owners and operators and Warners. More than 200 projectionists waived overtime pay benefits to show the film. Albert M. Pickus, owner, Stratford, and Stratford CD director, was responsible for the plan.

Ray McNamara, Allyn, for "The Caddy," made a tieup with five area golf clubs to award free passes to top players on opening day.

Bill Gandall, U-I home office promotion staff, and Hilda Brennan, studio publicity department, accompanied Myrna Hansen, "Miss United States," in conjunction with the premiere of "The All American" at the Strand.

The preview of "Little Boy Lost," held by Ray McNamara, Allyn, for a specially invited audience, proved a big success. Civic, political and social leaders attended.

Nick Kounaris and Paul Tolis installed a wide-screen at the Meriden, Meriden. . . . The Hartford Theatre Circuit dropped Monday through Friday matinees at the Colonial, Central, Lenox, Lyric, and Art. Two Perakos houses, the Eastwood and Elm, adopted a similar policy. . . . Joe Mansfield, UA, was in on "I, The Jury."

Arnold Van Lear, Paramount exploitation staff, worked with Ray McNamara, Allyn, on "Little Boy Lost." . . . The Shulman Theatres' Rivoli started a series of Saturday matinee amateur revues featuring neighborhood talent. Manager Frank Dizkot is serving as master of ceremonies. Maurice W. Shulman is planning to award prizes to final competitors.

The Stanley Warner Palace, South Norwalk, has a wide-screen. . . . A wide-screen has been installed at the Perakos Eastwood, East Hartford.

Middletown

Mike Adorno, assistant to Sal Adorno, Jr., assistant general manager, M and D Operating Company, Middletown, has been given additional duties as supervisor of the firm's real estate.

Norwich

A new wide-screen has been installed at the Stanley Warner Palace, John E. Petroski, manager.

Plainfield

As a Saturday matinee stunt, the Plainfield gave free popcorn to kiddie patrons.

South Windsor

Henry Kupchunos announced plans to drop Monday through Thursday night performances at the East Windsor Drive-In.

Willimantic

Corporal John H. Beaudry, this city's only repatriated Korean POW, has a balance in the bank of \$1,273 as the result of the homecoming celebration. Formal presentation of the deposit occurred on the stage of the Stanley Warner Capitol, with manager Russ Barrett also giving the GI a year's honorary guest ticket to the Capitol and Gem.

Massachusetts

Springfield

George Krazka was in for "The Secret Conclave," and Joe Mansfield was in for "I, The Jury."

The Art instituted a new policy for foreign films with "The Cruel Sea," followed by "The Sea Around Us" and "The Beggar's Opera." The house has been completely refurbished.

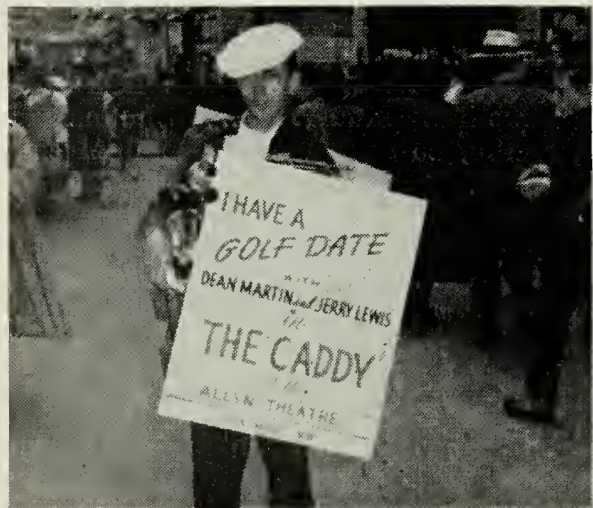
New Hampshire

Canaan

Selectman James Q. Ricard announced that the town has taken no loss with the closing of the Canaan Village. Arrangements were completed with Mr. and Mrs. James Caron to resume showings on a temporary basis. This will be in effect until permanent arrangements can be made.

Concord

A \$1,056 check was turned over to the "Jimmy Fund" committee, representing proceeds of a scrap and paper drive. The fund, chief charity of the New England Variety Club, supports cancer research for children.



Ray McNamara, Allyn, Hartford, Conn., recently used the above street bally on Paramount's "The Caddy."



Martha Hyers, prominently featured in Warners' "So Big," recently arrived in New York from Hollywood by plane for a series of TV, radio and newspaper interviews.

Keene

Exhibitor Peter D. Latchis was awarded damages of \$1 by a Superior Court jury. Latchis had brought action against the town of Dublin for alleged damages to his property due to alleged improper drainage.

Lebanon

The management of the Lebanon Opera House announced that the new wide-screen and stereophonic sound system were installed.

Meredith

The "Jimmy Fund" drive was brought to a close here with a dinner at which Red Sox star Jim Piersall and Lane Dwinnell, president, State Senate, were speakers. Joseph Kennedy, owner, Key, planned the program. The \$630.25 total collected included North Woodstock, N. H., audience collections of \$103.11 and Key audience collections of \$82.43.

Nashua

Albert A. Blier, one-time treasurer, Palace, Lowell, Mass., and a former resident of this city, was to be tried on three indictments at Lowell.

Newington

The Newington Outdoor collected \$500.07 for the "Jimmy Fund," and awarded prizes donated by merchants.

Rhode Island

Providence

Raymond Enos, Hollywood, East Providence, R. I., returned after a motor trip. Harold Horton filled in while Enos was on vacation.

Joseph Jarvis has taken a lease on the Lyric, Riverside, R. I. Jarvis operated the Jamestown, Jamestown, R. I., for the past two years. He was associated with the Graphic Theatres Circuit, Boston, and the Elmwood Amusement Company, here. The 400-seat Lyric has undergone a renovation program, and was renamed the Gilbert Stuart.

The Avon Cinema reopened. . . . The Leroy, Pawtucket, R. I., reopened. This house, located in downtown Pawtucket, closed down early in the summer. One other theatre remains closed in the down-

Levine

(Continued from page NT-1)

and Mrs. Dan Finn, Mrs. and Mrs. Sam Germain, Mr. and Mrs. Henry Germain, Mr. and Mrs. Lew Ginsberg, Mr. and Mrs. Larry Germain, Mr. and Mrs. Phil Gravitz, Mr. and Mrs. A. Gordon, Mr. and Mrs. Leon Greenberg, Walter Higgins, I. Horowitz, Mr. and Mrs. Max Hoffman, Morris Hadelman, Sam Hadelman, B. E. Hofman, Bob Hoffman, Burt Jacobs, Ted Jacobs, Mr. and Mrs. Morris Jacobson, Mr. and Mrs. Sydney Kleper, Mr. and Mrs. Morton Katz, Mr. and Mrs. Carroll Lawlor, Ira Levy, Mrs. Levy, Mr. and Mrs. Nathan Levine, Frank Lynch, Mr. and Mrs. Larry Lapidus, Mr. and Mrs. Herman Levy, Harry Lavietes, Seymour Levine, Mr. and Mrs. Sam Lipsher, Mr. and Mrs. Bernie Menschael, Lou Moscow, James McCarthy, Joe Minsky, Mr. and Mrs. Hugh Maguire, Mr. and Mrs. F. McNamara, Sam Malkin, Mr. and Mrs. William Nathan, Mr. and Mrs. M. Nunes, H. Olderman, Virginia Leahey, Mr. and Mrs. Robert Olderman, Ralph Pasho, Sol Popolizio, John Perakos, Sidney Levine, Anton Perakos, Mr. and Mrs. John Pavone, Mr. and Mrs. Barney Pitkin, Mr. and Mrs. Lou Phillips, Al Pickus, Mrs. Popolizio, Sam Rosen, Mrs. J. Rubin, Mr. and Mrs. Robert Spodick, Mr. and Mrs. Leonard Sampson, Julia Smith, Mr. and Mrs. Lou Silverman, Mr. and Mrs. Jack Schwartz, Mr. and Mrs. Matt Saunders, Alex Schimel, Mr. and Mrs. Harry F. Shaw, Mr. and Mrs. George Somma, John Scully, Mr. and Mrs. Al Swirdloff, Mr. and Mrs. Jack Savelle, Mr. and Mrs. Sam Seletsky, Mr. and Mrs. Dave Sugarman, Mr. and Mrs. W. Silverman, Mr. and Mrs. A. Terrazano, Mr. and Mrs. William Vuono, George Wilkinson, Mrs. Wilkinson, Sam Weber, Mr. and Mrs. George Weber, Mr. and Mrs. Joe Weinstein, Mr. and Mrs. A. Wolf, Mr. and Mrs. Phil Zimmerman, Ray Wylie, Harold Saltz, and others. All enjoyed themselves.

town Pawtucket area, the Center, operated by the E. M. Loew Circuit. In downtown Providence, the Carlton and Metropolitan remain closed.



On the west coast, Paramount producer Nat Holt proudly wears the gold medal of the United Indian War Veterans, who selected his "Arrowhead" as "best Indian war picture of the year." The presentation was made by H. E. Willmering, famous Indian scout and National Adjutant and Quartermaster General of the organization.

NEWS OF THE

Territory

New York City
Crosstown

The world premiere of "The Living Desert," Walt Disney's first full feature-length "True-Life Adventure," at the Sutton in November, will be sponsored by the Damon Runyon Memorial Fund for Cancer Research. The entire proceeds of the opening night event will be designated by the administrators of the Runyon Fund.

Seymour Moses, Loew's International director in Holland for seven years, arrived, accompanied by his family.

Dan S. Terrell, MGM publicity manager, celebrated his 18th wedding anniversary. . . . Helen Rose, MGM fashion designer, arrived from the coast to spend a week publicizing "Torch Song."

David Da Lie, director, Okefenokee Swamp Park, Georgia, arrived for a series of interviews in conjunction with the Warners' "Black Fury," Loew's State.

The response of the industry for reservations to the forthcoming testimonial dinner to Harry Brandt, president, Brandt Theatres, caused the dinner committee to move the event to the Waldorf-Astoria on Oct. 28, it was announced by Max E. Youngstein, vice - president, United Artists, serving as dinner chairman.

According to papers filed last fortnight, a damage action brought by David Dietz and William Horne in New York Supreme Court against United Artists and Rugoff and Becker's Sutton has been settled and discontinued. The action was brought in connection with the screening at the Sutton of a British film, "The Venetian Bird," retitled "The Assassin." The action charged that the title was in conflict with the plaintiff's "Assassin For Hire."

Dan S. Terrell, MGM publicity director, was vacationing. . . . Jack Weiner, MGM press representative in New Orleans, was in on vacation. . . . Frances Lane, MGM's



This eye-catching trio attracted plenty of attention recently when Ted Davidson, manager, Walter Reade's Paramount, Asbury Park, N. J., paraded them up and down the boardwalk of the resort to ballyhoo UA's "Vice Squad."



Joe Louis, third from left, recently played host to figures from the boxing world and reporters at a special preview of UA's "The Joe Louis Story." Coley Wallace, far right, ranking heavyweight contender who portrays Louis in the film, stands next to producer Stirling Silliphant. Among others seen are UA publicity director Mort Nathanson, far left, and Archie Hindman, former National Boxing Association president, and the Honolulu Boxing Commissioner.

exploitation department, returned from a cross-country tour with Elaine Stewart in connection with "Take The High Ground."

Martha Hyer, in WB's "So Big," arrived from Hollywood for a series of radio and television appearances in connection with the new picture.

Jim Awe, former Broadway theatre manager, has been employed by Hallmark Productions, Inc., to head its new offices in the Little.

Adolph Zukor, II, grandson of Adolph Zukor, chairman of the board, Paramount Pictures, and son of Eugene Zukor, also of the Paramount organization, arrived in Europe for a three-week visit.

Harry Mandel, national director of advertising and publicity, RKO Theatres, returned after a vacation, accompanied by Mrs. Mandel.

Murray Silverstone, president, 20th Century-Fox International Corporation, left on a three-month business trip to Europe, the Middle, and Far East to survey theatre installations of CinemaScope and supervise preparations for openings abroad of "The Robe."



Lauren Bacall, starred in 20th-Fox's second CinemaScope production, "How To Marry A Millionaire," recently arrived in New York from Hollywood with actor-husband Humphrey Bogart for a short holiday.



Sophie Tucker, celebrating her Golden Jubilee in the entertainment business, was recently honored by New York's Cinema Lodge, B'nai B'rith, for her years of service in behalf of interfaith causes, and was presented with the Cinema Lodge honor scroll before a capacity audience at the Hotel Astor, New York, by Sidney G. Kusworm, right, national treasurer, B'nai B'rith as Burton E. Robbins, left, Cinema Lodge president, looked on.

Max E. Youngstein, vice-president, United Artists, returned from a week in Hollywood.

ISLAND THEATRE CIRCUIT — Sid Klein, buyer-booker, made it official when he announced his engagement to Helene Ringeim. She's in the export-import business. . . . Judy Dallek, secretary, said "I Do" to Larry Feller. They honeymooned at the Nevelle Country Club.

Lee Koken, vending head, RKO Theatres, was in Chicago to attend the popcorn convention.

A lobby display of the costumes worn by Enrico Caruso in his most famous operatic roles, many of whose arias are sung by Mario Del Monaco in "The Young Caruso," were on display in the lobby of the New York, together with photographs and two Caruso self-caricatures when the picture opened. In addition, IFE arranged two contest tieups in connection with the engagement.

In America as a guest of the State Department is Nai Kosol, director, United Film Service, Bangkok, Thailand, which distributes Allied Artists product. He met for discussions on new product with Norton V. Ritchey and presented the AA executive with an 800-year-old porcelain wine-vessel.



Congratulations to Victor Mature for his performance in 20th-Fox's "The Robe" were recently extended by Dick Dickson, National Theatres executive, at the Roxy, New York City, where the star attended a showing.

Richard W. Altschuler, president, Republic Pictures International Corporation, planed out for Los Angeles on the first leg of a six-week tour of the company's Far Eastern branches.

Mrs. Walter Beck, daughter of Mr. and Mrs. Adolph Zukor, left by plane for Rome to surprise her parents, now in the Eternal City, with a visit. . . . Adding to the many honors being bestowed on 20th-Fox's "The Robe" and CinemaScope, the Broadway Association awarded a special scroll to the first CinemaScope production for the better business it is bringing to the entire Broadway area. Spyros P. Skouras, president, 20th-Fox, accepted the scroll from Robert K. Christenberry, president, Broadway Association. A special award to 20th-Fox and Skouras, acclaiming the optical progress represented by CinemaScope, was made by The New York State Optometric Association.

A. Llopis de Olivares started his 20th year as commentator for Noticiario Metro, News of the Day for Spanish-speaking countries. . . . Ned Clarke, Walt Disney foreign sales manager, returned following a two-month sales trip to England and the Continent.

A new contract was negotiated between the Sign-Pictorial and Display Union, Local 230, representing publicists, and RKO. The new pact calls for a \$7.50 weekly increase, and is retroactive to Dec. 15. A similar agreement was reached recently between the union and publicists of RKO Theatres.

A total gross of over \$1,000,000 is the all-time record achievement of 20th-Fox's "The Robe" in CinemaScope as the spectacle ended its fourth week at the Roxy and entered its fifth session. This mark for a four-week run is the greatest ever chalked up. During the first four weeks, the CinemaScope picture has broken every house record.

New Jersey Newark

In the Stanley Warner zone, the "Prize Salute to Star Showmen" for September is over and the zone has now gone into October for new winners. The September winners are Edward Rosenfeld, Lincoln, Union City, first; Frank Hall, Montauk, Passaic, second; Clem Murphy, Ritz, Elizabeth, third; Bob Phillips, Hollywood, East Orange, fourth, and Arthur Manfreonia, Stanley, Jersey City, fifth.

The Globe closed temporarily, and reopened with an art policy.

Neal Coogan, Stanley Warner contact department, who underwent surgery, is back home again. . . . "Mrs. Zero" kiddie matinees will be held at many of the Stanley Warner theatres during October and November. . . . Robert Deitch, exploitation manager, Stanley Warner Theatres, together with Edward Molteni, manager, Capitol, Passaic, N. J., and Frank Costa, manager, Warner, Ridgewood, N. J., tied in with the Fred Astaire studio on "The Band Wagon."



"Rip Van Winkle Council" Boy Scouts recently provided the lobby displays, furnished an honorary staff to "man" the theatre, and distributed heralds when Joe Sommers, manager, Walter Reade's Kingston, Kingston, played 20th-Fox's "Mister Scoutmaster" at his house.

The Royal, Bloomfield, N. J., and Warner, Ridgewood, N. J., are both running campaigns on a tie-in with merchants, who will supply \$5,000 worth of merchandise over a five-week period and then will award prizes from the stages.

New York State Albany

Word was received of a bereavement for Fielding L. O'Kelly, Amsterdam city manager, Schine Circuit. His wife died after a lengthy illness. She was a native of Pennsylvania. O'Kelly has offices in the Rialto.

Paramounters glowed with pride over the record of four consecutive weeks as leaders of the parade in "The Adolph Zukor Golden Jubilee Drive" and commendatory words by assistant division manager John Moore, Boston, and sectional leader Edward De Berry, also Buffalo manager. Moore and De Berry visited for conferences with manager Daniel R. Houlihan and staff. They also drove to Gloversville with Houlihan for huddles with Schine Circuit toppers.



Fred Waller, inventor, Cinerama, recently lit a candle on a birthday cake in the lobby of the Warner, New York City, as members of the Long Island Choral Society sang "Happy Birthday." Looking on as Cinerama celebrated its first birthday, are Hazard Reeves, president, Cinerama, Inc.; Si Fabian, head, Stanley Warner Corporation, and Lowell Thomas, president, Cinerama Productions. A backstage party, honoring 35 returned prisoners of war, with wives and sweethearts, followed the anniversary performance.



Dwight Long, producer-director-photographer, "Tanga Tika," full-length color feature which recently had its premiere at the Sutton, New York City, is seen at a luncheon for the trade press with EXHIBITOR's Mel Konecoff and a Tahitian lovely serving native food.

Three teams, headed by Houlihan and salesmen W. Gordon Bugie and Howard Smidt, keep the competition honed fine. . . . The wedding march was played in St. Patrick's Catholic Church, Cohoes, for Douglas Hermans, Paramount booker, and Miss Joyce Bloomer, Troy. Hermans has been booker for two years, serving under Frank Lynch.

Kingsley Ryan, Ausable, Ausable Forks, made the long trek to Film Row for booking purposes. . . . Jules Perlmutter witnessed several of the Yankees-Dodgers games. . . . Among exchange staffs doing well in drives were 20th-Fox and U-I.

Lewis A. Sumberg, attorney and executive director, Albany TOA, will attend the National TOA convention in Chicago. Accompanying him will be Harry Lamont, president, Albany TOA; Jules Perlmutter, head, Perlmutter Theatres; Sylvan Leff, Rialto and Highland, Utica, and Black River Drive-In, Watertown; Gerald Schwartz, manager, Lamont's Overlook Drive-In, Poughkeepsie, and Sidney G. Urbach, associate of Lamont in several drive-ins.

"Date Night" was promoted at Hellman's Paramount, men paying regular admission fee and five cents extra for wives, sweethearts, or women friends.

Frank McMahon, 20th-Fox projectionist, covered for Joe Dietz at Harold Strassman's Eagle during Dietz's vacation. McMahon's older brother, Jack, is Dietz's regular partner. . . . Ellen Sweet, Strand, returned after a tussle with virus. . . . One of Film Row's best dressed and most distinguished looking men is Ed Wall, Paramount exploiter.

Branch managers and salesmen are determined to top last year's record total of \$2,029 in the Will Rogers Memorial Hospital Christmas Scroll campaign. Jack Goldberg, Metro manager and distributor chairman, presided at a meeting. Charles A. Smakwitz, Stanley Warner zone manager and exhibitor chairman, also spoke. Accounts were apportioned among the attendees following a discussion of this year's operating machinery and emphasis. Exhibitors, managers, house employes,



This book display window in Macy's department store, New York City, is one of many obtained on 20th-Fox's "The Robe," Roxy. Over 40 key window and in-store displays were promoted for the engagement.

and exchange workers will be solicited. The Albany exchange district made one of the country's best showings in 1952 when it ranked 13th and outstripped larger-dollar areas. Leo Greenfield, U-I manager, and Saul J. Ullman, Fabian division manager, spearheaded that campaign.

Admission charged for Boxoffice Television's presentation on the Grand screen of the Notre Dame-Pittsburgh football broadcast was 85 cents for adults and 50 cents for children.

Auburn

October 3 marked the beginning of a big kiddie program at the Auburn. Jack Mitchell has promoted prizes for each week from a local bakery which will also provide cakes, pies, etc., for contests. A local furniture store is giving away a wagon each week and a scooter to two lucky kids. Then, the final week in October, on Oct. 31, another store will give away an English bike, which is currently very popular. Mitchell also set more kiddie shows for November, and the kids of the town ought to be very happy by the time they are over. Mitchell also made arrangements for a show at the Auburn in conjunction with the Kiwanis on the regular matinee on Oct. 24. The Kiwanis will have from 450-600 kids on hand for that show, and will buy tickets at the regular kiddie price.



Associated British-Pathe's A. Harris, a top executive in the circuit department, recently conferred on sales policies with Monogram International Corporation President Norton V. Ritchey in the Allied Artists' New York home office.

Buffalo

Altec headquarters engineer Martin Bender returned to New York following complete technical supervision of CinemaScope and stereosound systems for Loew's Buffalo. E. O. Wilschke, Altec operating chief, assigned Bender to supervise the technical details attendant upon "The Robe" premiere in continuation of the arrangement with 20th-Fox.

Eddie R. Susse, MGM city salesman, was selected to attend the executive training class in New York for selected MGM field personnel beginning Oct. 19. . . . Ilse Dahlman, former secretary to Leon Herman, Republic, resigned to take a position at the Lake Engineering Company. Joan Perre, former booker's stenographer, has been promoted to secretary.

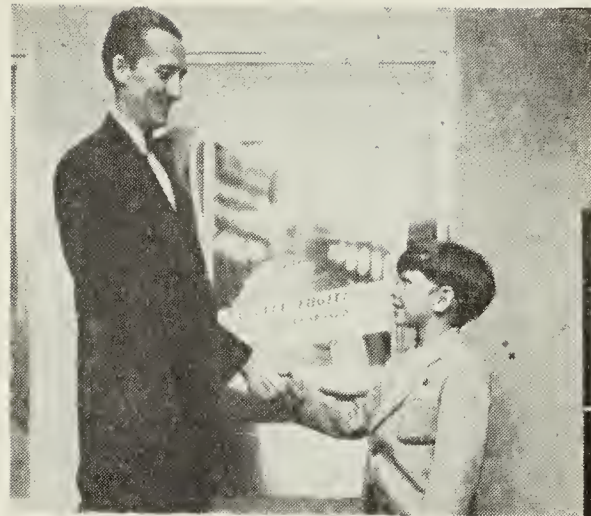
The largest screen in the world, 120 feet high and 48 feet wide, is being manufactured by the Glowmeter Corporation, North Tonawanda, and the Radiant Manufacturing Corporation, Chicago, to be used in Radio City Music Hall, New York City. The announcement was made by William B. Russell, Glowmeter vice-president in charge of sales. Glowmeter will produce the fabric, Magniglow Astrolite, and the finished product will be fabricated by Radiant. There actually will be two screens. The first will be 70 feet wide and 35 feet high and will be used in showing standard flat projection pictures. Russell also announced Glowmeter is now tooling a new plant in North Tonawanda to start fabrications of screens.

John Murphy, in charge of out-of-town operations for Loew's Theatres, attended the opening of "The Robe" at Shea's Buffalo.

The Variety Club opened its gin rummy tournament. Members are urged to register.

Dewey Michaels, Chief Barker, Tent 7, called a general meeting of members of the Variety Club for the purpose of presenting reports and to take action on the constitution and by-laws. The club also scheduled a general meeting for Oct. 26 to accept nominations for the crew, delegates, and alternates to the convention in 1954.

—NEDRA GRAY



The long and short of it was demonstrated recently when Benedict Hansen, manager, Normandie, New York City, met seven-year-old Richie Andrusco, star of "Little Fugitive," Joseph Burstyn film currently playing its world premiere.

Geneva

A joint resolution of tribute to Adolph Zukor on his 50 years in the industry was passed unanimously by the New York State Association of Motion Picture Projectionists and Projectionists Local 108, at their combined convention. The projectionists convention was presided over by Earl Tuttle, Local 396, Binghamton, president, state projectionists group. Charles F. Wheeler, Local 108, is secretary-treasurer. Arthur J. O'Neill is president, Local 108, Wheeler is secretary-treasurer and E. Francis Larham is business manager.

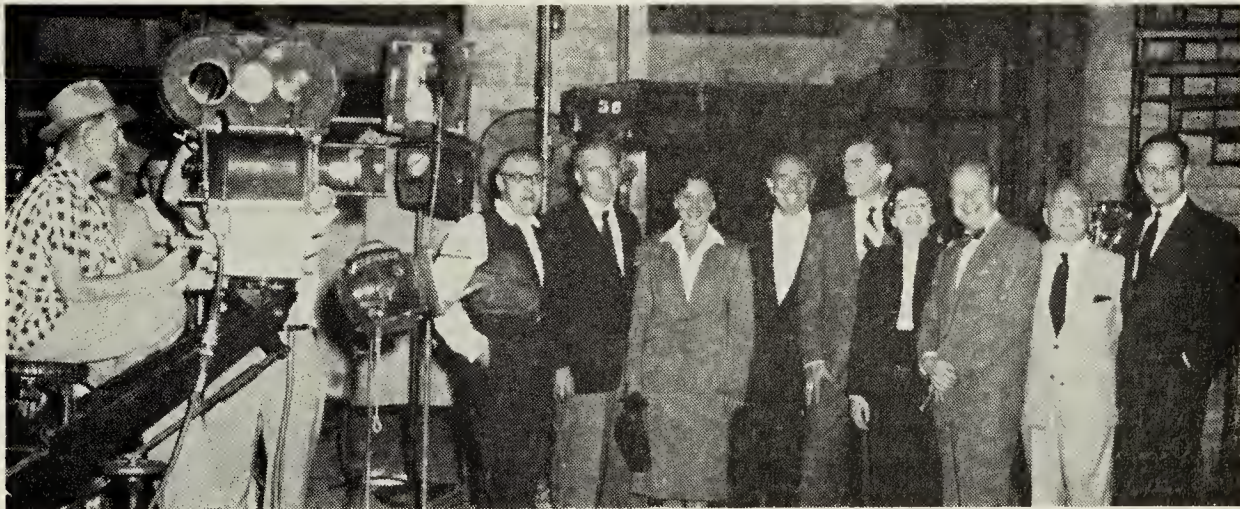
Hoosick Falls

Irving H. Barker, 71, New, was found dead in his home. Last seen by neighbors entering the house after raking leaves, Barker did not appear for the evening show. This caused employes to investigate and to discover him in a chair. Death was due to natural causes. Barker was born in Watervliet, where he was associated with his father in the then William Barker Collar Company. Moving to Hoosick Falls 21 years ago, he had handled the New. Survivors include his widow and a sister.

Jamestown

Gerry Germaine, Palace, was a winner of \$250 in the 10,000-100,000 population group in the MGM "Lucky Seven" contest

(Continued on next page)



Jack L. Warner, executive vice-president in charge of production, recently hosted Nat Lapkin, an official of Stanley Warner Theatres, at Warner studios, where they saw makeup and wardrobe tests made by Judy Garland and James Mason for "A Star Is Born." Seen, left to right, are producer George Cukor, cinematographer Winton Hoch, Mrs. Nat Lapkin, Warner, Mason, Miss Garland, Lapkin, associate executive producer Steve Trilling, and Sid Luft, Transcona Enterprises.

EYEING THE Exchanges

NEW YORK — Mike Nuzzola, 20th-Fox; Lee Mayer, Warners, and Howard Levy, MGM, were Colosseum delegates at the organization's convention in New Orleans.

MGM — Birthday greetings went to Ann Henrich, film room, and Gerard Lee, head shipper.

U-I — Biller Goldie Tucker is decorating her apartment in Inwood. . . . Terrie Schwartz, typist to booker Harvey Reinstein, was back from her jaunt. . . . New in the cashier's department is Irving Fuchs. . . . Bookkeeping machine operator Dorothy Ezeroff was on her annual. . . . Assistant bookkeeper Archie Goldstein is leaving.

REPUBLIC — Switchboard operator Irene Anastasiou celebrated her last teen birthday. . . . Salesman Anthony Ricci treated the office to pizza pies when he lost a bet.

COLUMBIA — Clerk Gloria Goodwin had her husband Irving home from the army. . . . The office club discussed preparation for the Christmas fete.

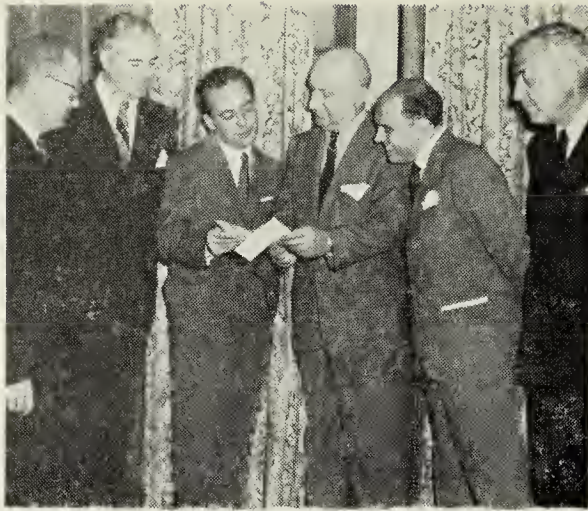
PARAMOUNT — Sybil Mayer, assistant cashier, was basking in the California sunshine. . . . Switchboard girl Pearl Affissio is now wearing a birthstone ring, a gift of the family. . . . Biller Ruth Richardson marked off another year. . . . Carol Hoagland, secretary to the district manager, received annual congrats.

UNITED ARTISTS — Edith Filler, daughter of statistician Rosalind Filler and former Polly Jackson student, appeared in a production of "The Wizard Of Oz," put on by the students of James Madison High School for the benefit of ORT. . . . Typist June Hill was at Carteret, N. J. . . . Former UAer Mina Weiser was in.

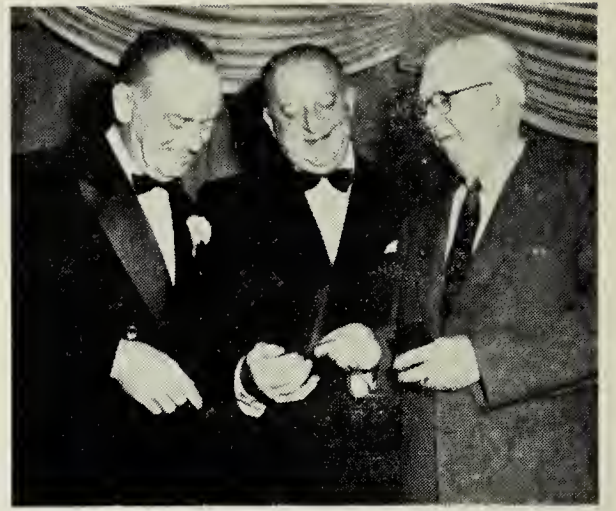
RKO — Annual greetings went to up-state booker Dorothy Dierer and night man Irving Rabinowitz. . . . Former steno Rose Sardoni was in.

20TH-FOX — Newcomers to the cashier department are Roberta Goldstein and Marie Colletti. . . . Salesman Martin Sweeny was saddened by the death of an uncle. . . . Switchboard operator Ruth Bechtold moved into her new apartment. . . . Alice Schwarz celebrates her first wedding anniversary on Oct. 26.

RAMBLIN' 'ROUND — Dick Kulick, Bell booker, and son of Sid Kulick, has gone into active duty with the air force as a second lieutenant, and will be stationed at Wright Air Development Center, Dayton, O. . . . Hy Gardner, assistant to Al O. Bondy, will be on a trip through the Pittsburgh area, and Bondy was on a trip to the midwest territory. . . . Everyone at Allied Artists is preparing for the beginning of the "Nat Furst Drive," Oct. 31-Jan. 29. . . . Hal Hornstein, Miami, Fla., office, Joe Hornstein Company, was



Paramount executives and Italian producers recently conferred in New York on plans for "Ulysses," which Paramount has acquired for United States and Canadian distribution. From left to right are seen George Weltner, president, Paramount International; A. W. Schwalberg, president, Paramount Film Distributing Corporation; Dino De Laurentis, one of the producers of the film; Barney Balaban, president, Paramount Pictures; Carlo Ponti, the other Italian producer, and Russell Holman, Paramount production executive.



One of the highlights of the recent Cinerama premiere in Philadelphia was the presentation to Lester Isaac, left, general manager, Cinerama Theatres, of an honorary membership in the Buffalo projectionists union by Albert F. Ryde, business representative, Buffalo Local 233. He also urged Isaac to bring Cinerama to Buffalo in the near future. S. H. Fabian, president, Stanley Warner Cinerama Corporation, is in center. The award marks the 48th honorary membership Isaac has received from various locals.

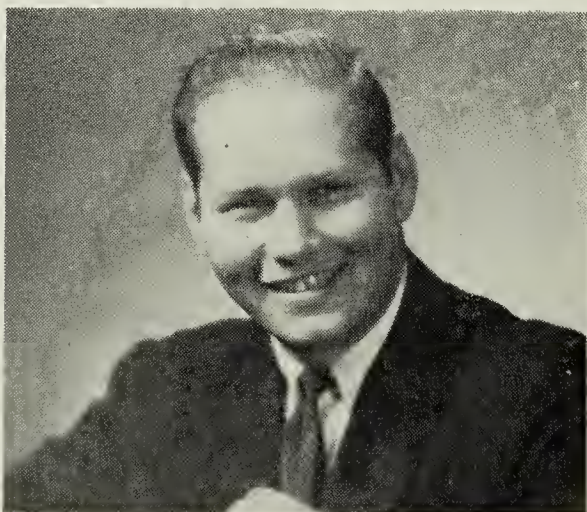


This striking advance display at the New York Paramount for the engagement of Warners' "So Big" emphasized Edna Ferber's Pulitzer Prize novel.



The House of Travel window in New York City recently gave MGM's "Mogambo" the above window display during its Radio City Music Hall showing.

in. . . . Jack Schaffer, sales engineer, Joe Hornstein, installed two Motiograph AA projectors and a new Miracle Mirror screen in the Heights' New Dyckman. . . . Industryite Joe Rosenbloom, who manages the Atlantic, Brooklyn, was grieved by the death of his wife. . . . Max Roth, Chicago franchise owner, Realart, was visiting. . . . Shirley Cohen, secretary at Carroll, was recovering from an appendectomy. . . . Nominations of



David V. Picker, son of Mr. and Mrs. Eugene Picker, recently became engaged to Caryl Schlossman. Picker's father is a Loew's, Inc., executive.

officers for the Motion Picture Booker's Club are due in November. . . . Ben Levine, booker, Realart, was recovering from a house painting.

Jack P. Harris, film buyer, Walter Reade Theatres, and Mrs. Harris returned from a two-week business and vacation trip to the west coast. While in San Francisco, Harris worked on the premiere of "The Cruel Sea" at the Bridge, a joint operation of the Reade and Schwarz Theatres, and in Los Angeles visited art houses in conjunction with "Tonight At 8.30."

—J. A. D.

Jamestown

(Continued from preceding page)

for "Mogambo." MGM will also pay for the execution of his campaign.

Phoenicia

Sam Davis drove to Florida for a winter stay after disposing of the Phoenicia to Earl Every, son of the building owner. Davis had previously made a deal for David Myers to take over the Woodstock, Woodstock. Myers was its manager for a time. Fleischmanns, a summer situation, is the only remaining link in Davis' circuit.

NEWS OF THE

Territory

Philadelphia

Crosstown

The Roosevelt Drive-In, Levittown, Pa., filed an anti-trust suit in U. S. District Court seeking \$300,000 treble damages and asking the right to license product on national release. The suit charges that the outdoor house is not in substantial competition with Trenton or Philadelphia, which release pictures first, necessitating a 28 day delay for the Roosevelt. The Roosevelt claims that the defendants' alleged conspiratorial activities have caused a loss of profits amounting to \$50,000 and the loss of property value to be not less than \$50,000. Defendants are Warners, RKO, Paramount, 20th-Fox, Columbia, U-I, Loew's, United Artists, Stanley Warner Theatres, and RKO Theatres. The Roosevelt Drive-In is served out of New York City and Philadelphia, according to the exchange limitations. This has resulted in an involved situation. "Moulin Rouge," still playing first-run Philadelphia, has already played the open-airer, following the Trenton run, although its playdate was delayed for a time. The drive-in is operated by the Melvin Fox-Neil Hellman interests.

Harry "Curley" Tannenbaum, projectionist, Studio, is running for the Democratic nomination for constable from the 27th Ward. A member of Local 307, he is well-known in the industry.

Joseph Singer was installed as commander, Philadelphia Variety Post 713, American Legion, at the annual banquet at Palumbo's. He succeeds Jack Harris. Other officers installed are Alfred J. Matter, senior vice-commander; Edward Rudolph, junior vice-commander, and Harry Miller, adjutant. Two former POW's were honored at the banquet, Corporal Albert Mickelberg, Philadelphia, and Captain Joseph J. Kutys, Drexel Hill, Pa.

George Friedland has been named treasurer for the Golden Jubilee Testimonial Dinner in honor of Sophie Tucker on Nov. 15 at the Bellevue-Stratford Hotel.

Frederic Leopold, 75, an executive in SW Theatres since 1938, died after a short illness. He started his theatrical career in 1896. Surviving are his wife and two married daughters.

Two men slugged and robbed Edward Schnorr, manager, SW Model, and a reserve policeman who was accompanying him to a nearby bank, and made off with the theatre's \$639 receipts. Both men were treated at Pennsylvania Hospital.

The trade was agog over the news that the Aldine, purchased from Stanley Warner by the Sley interests, would be

refurbished and would be reopened, probably with MGM's "Julius Caesar" as the attraction. Reports were that initially the house had been sold for \$325,000 cash, with the equipment going back to SW. It was further reported that the Chestnut Street Businessmen's Association was opposed to the theatre becoming a garage. The Sley interests also operate the Locust.

Vine Street

Sam Frank, prominent Atlantic City, N. J., exhibitor, was in Einstein Medical Center, Southern Division, for a general check-up.

The Paramount booking drive was going like crazy with the exchange decorated with many signs, all part of the "Adolph Zukor Golden Jubilee Drive" fervor.

Allied Artists branch manager Maxwell Gillis was buttonholing and pinning badges on all exhibitors enlisting them in his special competition in the AA National Branch Managers' Drive, Oct. 31 to Jan. 29. Salesmen Max Bernstein and Mike Katz and booker Florence Weiner were also all hepped up over the event.

Charles Beilan's "All-Media Drive" at Warners had Norman Moray, short subjects sales manager, backing the branch manager up with letters boosting Warner shorts to important exhibitors.

The 20th-Fox exchange looked mighty purty all decorated almost exclusively with "The Robe" accessories. . . . Paul Resnick is now connected with the theatre maintenance division of Sawbell Lumber Company. . . . Joe Schaeffer,

With infinite pride
we announce our appointment
as Exclusive Distributor in the Phila.
territory of a Distinguished Motion Picture
destined to set a new high in box-office history

**THE
HAMMER,**

THE WORD,

**AND
THE MAN**

**WHO
CHANGED
THE WORLD!**



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Republic salesman, and Bill Doyle, UA salesman, returned from New Orleans, where they were delegates to the Colosseum convention. They planned to give a full report to the membership at a meeting this week.

Warner district manager William Mansell attended a meeting of district managers at the Blackstone Hotel, Chicago.

Bob Folliard, RKO eastern district chief, will be honored via a sales drive in December. Folliard, 55, came to RKO in January, 1920, as a salesman, and has been district manager since July of 1942. The staffs of RKO branches participating along with exhibitors include Charles Zagrans, Philadelphia manager and leader of the drive; Hatton Taylor, Boston; Barney Pitkin, New Haven; Dave Silverman, Pittsburgh, and Joe Brecheen, Washington.

Distribution of "Martin Luther," which has been making boxoffice history, will be handled in the local area by Screen Guild. The exchange is set to make deals for the film, which had been handled up to this time out of New York. See Jack Engel, Harry Brillman, or anyone at Screen Guild for fast service.

The annual meeting of Motion Picture Associates of Philadelphia, Inc., will be held at RKO's projection room on Oct. 26, preceded by a buffet supper. In addition to the election of officers, other business will be discussed.

Charles Boasberg, RKO sales chief, was in for a couple of days to look over things and to meet exhibitors.

Robert S. Marcus, prominent auditor, has become associated with Exchange Finance Company as vice-president, and Frank J. Vandenberg has joined the organization as manager of the office at 1313 Vine Street. Vandenberg, who is experienced in the field, succeeds Nat Abelow, resigned.

District of Columbia Washington

A saturation advertising, publicity, and exploitation campaign was set up to herald the \$10 top benefit premiere for Multiple Sclerosis Association scheduled for Warners' "The Beggar's Opera" at the Silver Spring on Oct. 19. The campaign was handled by Sam Roth and his assistant, Meyer Keilsohn.

Trial in the anti-trust case of Leonard Lea, Danville, Va., exhibitor, suing eight major distributors and several exhibitors for better clearance, was postponed in U. S. District Court until Nov. 30 due to the illness of John Caskey of defense counsel.



Earle W. Sweigert, well-known in the distribution scene, recently became sales manager for the U-I Philadelphia exchange, succeeding Harold Saltz, promoted to New Haven branch manager.

E. M. Loew will erect a new 1200-car drive-in in the Alexandria, Va., area. Ground will be broken after the first of the year, and it will be completed in time to open in the spring.

Joe Bernheimer is closing his Jesse to renovate and will reopen with an art policy. . . . Sidney Bowden, Wilder Circuit, Norfolk, Va., attended the Allied convention in Boston and, upon his return, made a quick visit to Film Row while changing planes. . . . Harley Davidson, Independent Theatre Service, spent a few days in New York and returned with a cold.

COLUMBIA — Mideast division manager Sam Galanty was in New York attending a home office meeting for division managers. . . . Sid Zins, exploiteer, is thrilled because of the acceptance of his application for membership in the Motion Picture Pioneers. . . . Sue Vaughn, PBX operator, returned from her honeymoon in Panama City, Fla. Husband Tommy is in the navy.

George Kelly, Paramount, and Marty Ketner, Columbia, were delegates to the Colosseum convention in New Orleans.

Ray Light, manager, Maryland, Cumberland, Md., was in to work out some exploitation stunts for future bookings. . . . Johnny Manuel, Churchville Drive-In, Belair, Md., was in buying. . . . Ed Side was in from New York to visit on his way down to his Lyric, Lexington, Va.

Bill Michaelson, UA salesman, resigned to take over as exploitation head for the Bernheimer Circuit. . . . Leroy Carson, Lee, Crisfield, Md., made one of his infrequent visits to the exchanges. . . . Harry Weiss, brother of Mike Weiss, Paramount exploiteer, will handle the publicity for "This Is Cinerama" at the Warner.

Sidney Hoffman, manager, Metropolitan, D. C., was guest speaker at the Motion Picture and Television Council's luncheon meeting. . . . Ken McGuire, Playhouse, D. C., manager, was pleasantly surprised by a visit from his parents enroute to Florida. . . . Mr. and Mrs. Dave Poland (he's the U-I exploiteer) returned from their honeymoon.

To meet the increasing demand for advance reservations for "This Is Cinerama," which has its Washington, D. C., premiere on Nov. 6, the Warner opened its boxoffice, with tickets going on sale for the first two months of the indefinite engagement. A benefit performance on Nov. 5, sponsored by the American Newspaper Women's Club, will precede the public premiere. All signs point to a successful engagement.

20TH-FOX — Mrs. Charlie Cripps, wife of the salesman, had a visit from "Sir Stork," who left a bundle of boy, James, by name. . . . Happy birthday went to Mary Emmert, division office. . . . Theresa Schneider, booker's secretary, was out ailing.

METRO — Alice Reighley, cashier's clerk, was on vacation. . . . Ida Barezofsky, booker, was in Doctor's Hospital recuperating from surgery. . . . Elizabeth Myers, Rudy Berger's secretary, was housecleaning on vacation.

U-I — Branch manager Joe Gins made a trip to Roanoke, Va., to call on Elmore Heins. . . . Nate Shorr, booker, is in the market for a wedding ring. . . . The new booker's secretary is Jeanette Allen. . . . Irving Sochin visited. . . . District manager P. F. Rosian visited the exchange and accompanied salesman Vince Dougherty on a trip to the Baltimore, Md., accounts. . . . Joe Cunningham, shipper, is back after a sojourn in the hospital.

WARNERS — Ethel Risdon, booker, was vacationing. . . . Johnny Garst, Virginia salesman, visited. . . . Billy Long, shipper, was called home because of his father's illness. . . . Ben Bache, sales manager, was in Baltimore, Md., with salesman Oscar Kantor.

Seen booking were Henry Hiser, Hiser, Bethesda, Md.; Aaron Seidler, New Albert, Baltimore, Md.; John Fernicola, Center, Centerville, Md.; Marvin Goldman and Ray Gingel, K and B Circuit; Will Zell, Star, Annapolis, Md., and George Walker, Garman Circuit, Baltimore.

—FREDDIE S.

Delaware Wilmington

Former theatre owner Jules H. Rothschild, 61, a special representative of the Great West Life Assurance Company, Winnipeg, Canada, died at the Veterans Administration Hospital, Elsmere, Del. Rothschild went to work in a retail store when he was 14. In five years, he was made manager of a theatre in Camden, N. J. He came to Wilmington, Del., as owner-operator, Strand, and also owned the Strand, Chester, Pa. In 1925, Rothschild sold his theatrical enterprises and went to Florida to enter the real estate field.

The Kerry Drive-In won't have auto races next door after all. The Board of Adjustment, Zoning Appeals, rejected the application made by Wilmington Park, Inc., on behalf of a group led by Philadelphia promoter George Marshman.

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TRADE SCREENINGS

PHILADELPHIA

MGM — (Tower), Oct. 26, 2:30, "Kiss Me Kate" (Kathryn Grayson, Howard Keel, Ann Miller) (2-D and 3-D) (Anscocolor) (Print by Technicolor).

WARNERS — (230 North 13th) "Calamity Jane" (Doris Day, Howard Keel, Gene Nelson) (Technicolor).

The trade was saddened by the death in Philadelphia of Frederic Leopold. . . . Mel Geller and Sam Taustin, Brandywine Drive-In, dropped to a Friday-Saturday-Sunday operation. . . . Theresa Giansanti, Earle, New Castle, Del., resigned. . . . Vincent Olanin, manager, SW Grand, announced that Ralph Pryor, assistant manager, had resigned, succeeded by Benjamin Seligman, former manager, Strand. . . . Mrs. Marian Woods joined the Hopkins. . . . Loew's Aldine candy stand won first prize for increased popcorn sales for the Greater Philadelphia area. The prize consisted of a week's vacation with pay for the candy stand's attendants and \$40 in cash to the manager, Edgar J. Doob, which included \$20 first prize in the district supervised by DeWitt Miller, for the Berlo Vending Company, and \$20 first prize in the entire Philadelphia area. . . . Ernest Baker joined the Queen.

—H. L. S.

Maryland Baltimore

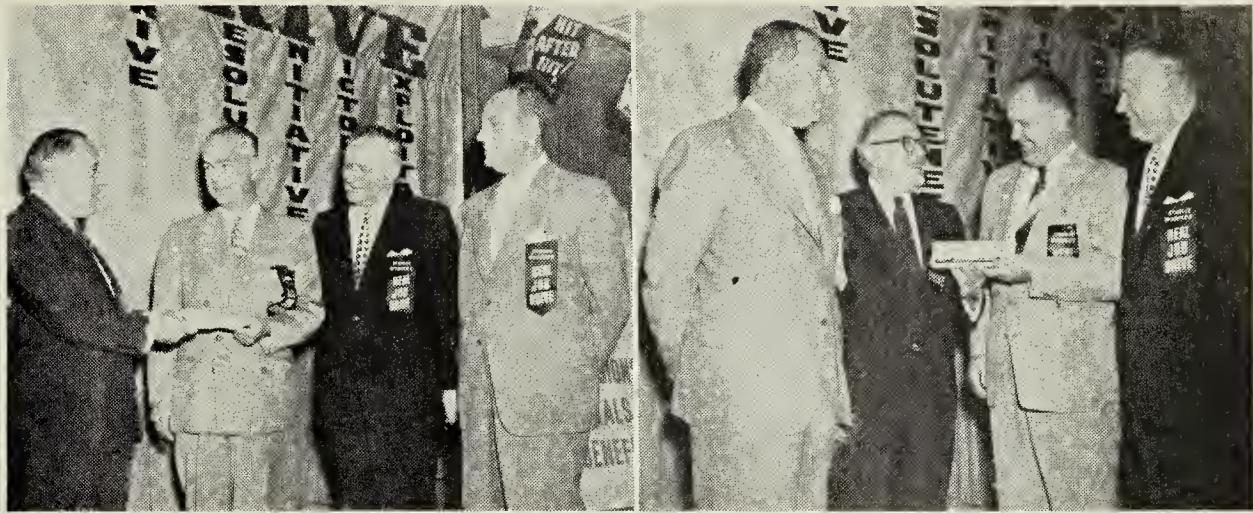
Following a meeting of a Catholic lay group set up as the Catholic Committee for Decency, the state censor board was given a vote of confidence and a plan was made to contact lawmakers in support of a modernized and strengthened film censorship law. Principal speaker was Rev. John Schultz, Catholic University, Washington, D. C.

Paul Clarke, formerly with Durkee Enterprises, is now assistant manager, Town. . . . Tom Akeley resigned as Little assistant in order to resume studies at Hopkins University. . . . Les Coulter, formerly the Hippodrome manager, is now with Ritz Enterprises.

Oscar Coblentz, Jr., Alpha owner, returned from a vacation at Caledonia, Pa. . . . Ned Isbeck, projectionist, Northwood and Windsor, and Mrs. Isbeck are on a vacation in California.



Seen at the recent Washington, D. C., premiere of 20th-Fox's "The Robe" in CinemaScope, Capitol, were Ambassador of India Mehta and wife.



It was award time in Washington, D. C., recently when Harry M. Kalmine, left, vice-president and general manager, Stanley Warner Theatres, presented the Robert A. Smeltzer Award from Warners' Washington exchange to Rodney Collier, manager, Stanley, Baltimore, Md. Samuel Rosen, right, SW executive vice-president, and George A. Crouch, right center, Washington zone manager, looked on, and Kalmine presented the Harry M. Kalmine Award for "Showman Of The Year" to W. Claude Land, manager, SW Silver, Silver Spring, Md., as Rosen and Crouch, right, looked on. Land also won the George A. Crouch Award.

William, son of J. Lawrence Schanberger, Keiths' owner, joined the teaching staff at Duquesne University, Pittsburgh. . . . Milton Schwaber, owner, Schwaber Theatres, was in New York. . . . Bill Moore, State manager, was busy arranging a midnight show for Oct. 30. . . . Harry Bauer, State projectionist, is home from South Baltimore General Hospital.

—G. B.

Cumberland

The Embassy, closed since last May, has been reopened with Edgar D. Growden as manager. To be known as the Embassy Theatre Corporation, the new firm is leasing the theatre building from Mrs. Leno Kauffman, who also has an

interest in the company. The policy will consist of double feature programs of mostly class A pictures, with three changes of billing each week. A new pricing system will also be used with the children's fee up to 12 years of age, an intermediate price slightly higher for students, and a price range for adults. Growden has for some time been general manager and part owner, new Crystal Drive-In, six miles west of Cumberland. Formerly, he was employed as projectionist at the Embassy.

Ray Light was retained as manager, Maryland, after Mrs. Grace M. Fisher acquired the operation from Allegany Theatre Corporation.

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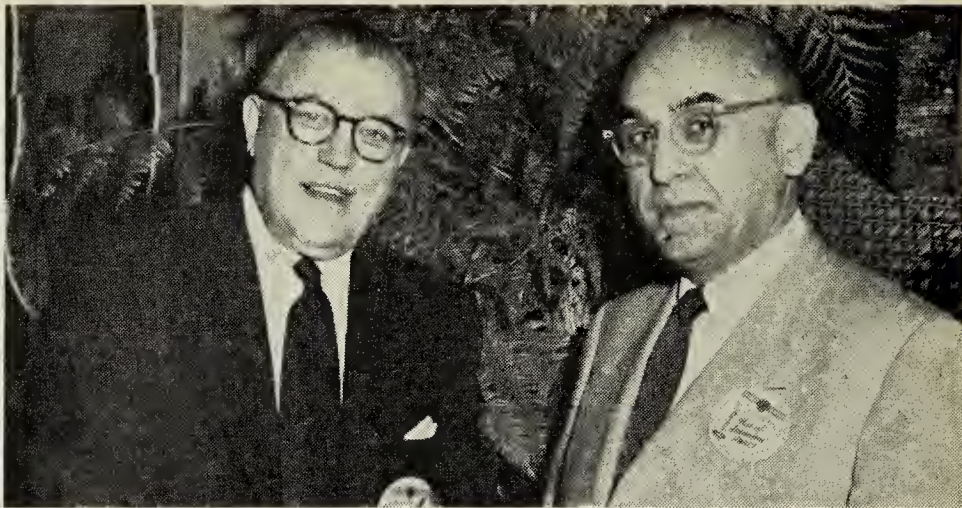
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DuPont 7-7200

236 N. 23rd Street
Philadelphia 3, Pa.
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Winners of the recent Stanley Warner Philadelphia zone managers drive are seen receiving their awards from zone manager Ted Schlanger second from right. From left to right are Larry Graver, Mastbaum, Philadelphia; Bernard Lynch, manager, Ritz, York, Pa.; Ronald Moray, Philadelphia; John Roach, Boyd Philadelphia; Jack Allen, Fern Rock, Philadelphia; Dave Kaplan, Stanley, Atlantic City, N. J.; Jay King, Yorktown,

Philadelphia; Iz Perlin, Stanley, Camden, N. J.; Chet Woerner, Lansdowne, Lansdowne, Pa.; Elmer Pickard, Stanley, Philadelphia, and Joe Forte, Waverly, Drexel Hill, Pa.; and, right, Perlin, winner of the Harry Kalmine Award being presented with watch by Kalmine at the meeting held at the Barclay Hotel, Philadelphia. Perlin was the top man in the managers' drive.

Leonardtwn

Joan Connelly is new at St. Mary's. . . . Irvin Wood is new at the New. . . . The CinemaScope installation at the Park, Lexington Park, Md., is to be completed by the end of the month. . . . The new concession stand in the outer lobby of the Plaza, Lexington Park, Md., is now fully installed.

**New Jersey
Trenton**

The Lawrence Drive-In, a Walter Reade theatre, has an animal zoo, where the youngsters who come early can feed baby rabbits, lambs, chickens, raccoons, and the like. Manager Donn E. Iogha reported that Joe J. Miller, maintenance man, was in the cage with two raccoons feeding them horse meat. A stray dog belonging to a neighbor wandered into the cage and attempted to take meat from Miller's hand. Miller was in between the dog and the 'coons and the 'coons bit Miller's hand.

**Pennsylvania
Harrisburg**

Bob Johnson, assistant manager, Colonial, spent his vacation painting his house. . . . "Mogambo" came with appro-

priate fanfare arranged by Loew's manager Bill Trambukis and assistant, Ken Steckline. . . . Dr. Samuel Goldstein scheduled the first film for showing at his Paxtang, Paxtang, Pa. . . . Mrs. Stella Hicks, Rio, is on a leave of absence visiting her grandson in Texas. Mrs. Hicks recently completed 36 years of service with the Wilmer Vincent-Fabian Theatres.

Mrs. Sarah Rubinsky, wife of Mark Rubinsky, owner, Uptown, underwent a tonsilectomy. . . . New at the Uptown are Miss Jo Ann Simpson and Miss Sally Shearen.

Linden

The Harvest Moon Drive-In, William Elliott, manager, on its letterhead uses an attention-getting slogan "Bring the dog. He's always welcome. We have a free dog biscuit waiting for him." Also, "If we don't say 'Thank you,' you get in free."

Reading

Several theatres are showing political campaign slides on their screens.

The Finch interests will take over the Plaza in mid-November after a three-week religious campaign ends. . . . Inquiries for the lease of the old Ritz, closed for more than a year, are reported.

**Virginia
Richmond**

The Virginia Motion Picture Theatre Association discussed plans in connection with a campaign to repeal theatre taxes. The meeting was to be one of nine scheduled throughout the state.

**West Virginia
Keyser**

The Alleghany Drive-In, located just across the Potomac River at McCoole, W. Va., could have had a serious fire when prior to show time a brush fire was raging directly to the west of the field. Three fire companies battled the flames for more than an hour. The show was on the screen as scheduled, with all patrons co-operating by closing their car windows, due to the noise from the fire truck pumpers operating. . . . Dave S. Baker, owner-manager, Baker's Air Park Drive-In, Burlington, W. Va., set Oct. 31 as the last night for the current season while the Brill Brothers, Albert and Eston, listed their closing as Oct. 25. They operate the Alleghany Drive-In, McCoole, Md. . . . Olin R. Thrush's Liberty is using a wide-screen ratio of 1.88 while Carskadon's Music Hall has a ratio of 1.45.

**Variety Club
Tent 13, Philadelphia**

Alfred J. Davis and Michael Felt, co-chairmen, Variety Club benefit of the "Ice Capades" at the Arena on Oct. 25, matinee and night, urge full cooperation not only to see a great show, but to aid the tent's Camp For Handicapped Children. John Harris, owner of the ice show, and the Arena management arranged so that tickets to the benefit will be at no increase in prices, with matinee tickets scaled from \$1.30 to \$3.25 and evening tickets from \$1.30 to \$3.90. Tickets may be obtained at the Arena, Gimbel Brothers, Central City Ticket Office, and at Variety Club.

"Sabre Jet" was screened through the courtesy of UA. . . . "The Big Heat" will be screened on Oct. 25 through the courtesy of Columbia. Refreshments are now being served on screening nights to give them more of a "party" flavor.



Seen at the recent Stanley Warner Philadelphia zone general meeting in Philadelphia were, left to right, Samuel Rosen, vice-president, Harry Kalmine, general manager; Ted Schlanger, Philadelphia zone manager; Nat Fellman, national film buyer, and Harry Goldberg, national director of advertising and publicity.

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ALLIED ARTISTS

Private Eyes (5321)

COMEDY
64M.

ESTIMATE: Average "Bowery Boys" entry.

CAST: Leo Gorcey, Huntz Hall, David Condon, Bennie Bartlett, Bernard Gorcey, Rudy Lee, Joyce Holden, Robert Osterloh, William Forrest, William Phillips, Gil Perkins, Peter Mamakos, Lee Van Cleef, Lou Lubin. Produced by Ben Schwalb; directed by Edward Bernds.

STORY: When Huntz Hall is hit by Rudy Lee, he develops a mind reading power. Leo Gorcey, realizing that Hall has potentialities, persuades Bernard Gorcey to invest some of his money in buying a private detective agency. The first client is Joyce Holden, mixed up with fur thieves headed by Robert Osterloh. She wants to break away from them and leaves a fur coat and an envelope to be turned over later to the district attorney. William Forrest posing as an insurance man, gets the coat back, but the envelope is missing. Lee, kidnapped by the gang, is held at a health sanitarium, a blind for the gang's operations. Gorcey and Hall show up and succeed in capturing the crooks, freeing Holden and Lee.

X-RAY: Featuring "The Bowery Boys" in the usual shenanigans, this should please series fans. The cast, direction, and production are adequate and there are some laughs to be found, especially in the chase sequences. The screen play is by Elwood Ullman and Edward Bernds.

AD LINES: "When The Bowery Boys' Turn Private Detective, All Keyholes and Transoms Better Look Out"; "The Bowery Boys' Are Private Eyes In This Latest Hilarious Hit"; "The Bowery Boys' Get Involved In Madcap Adventures."

Vigilante Terror (5422)

WESTERN
70M.

ESTIMATE: Okeh outdoor show.

CAST: Wild Bill Elliott, Mary Ellen Kay, Myron Healey, Fuzzy Knight, Stanford Jolley, Henry Rowland, Zon Murray, Richard Avonde, Michael Colgan, Denver Pyle, George Wallace, Robert Bray. Produced by Vincent M. Fennelly; directed by Lewis D. Collins.

STORY: A town is terrorized by a group who call themselves the vigilantes, really toughs headed by saloon owner Myron Healey, who keeps mine manager Robert Bray thinking that cleaning up of crime is really the prime objective. After a gold robbery, evidence is planted on store owner Stanford Jolley, who has a daughter, Mary Ellen Kay. Rancher Wild Bill Elliott meets his old friend, Fuzzy Knight, and the pair defy the vigilantes, with Jolley being told to hide in Elliott's cabin.

EXHIBITOR

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
Vol. 50, No. 25

OCTOBER 21, 1953

The latter, appointed sheriff, forces Healey to knuckle under. Evidence is planted on Elliott, Knight, and Jolley, and they are about to be hanged when Kay saves them. They take off after the real gang of robbers, pursued by Healey and his men, and a three-way fight ensues, Healey being killed. With Healey and some of the others killed or captured, peace and quiet reign.

X-RAY: This has sufficient riding, shooting, and story to satisfy western fans. The story is of average interest and the cast, direction, and production are adequate. The screen play is by Sid Theil.

AD LINES: "Wild Bill Elliott Rides Again"; "Action Hits The Trail With Wild Bill Elliott"; "Guns Blaze As Sheriff Wild Bill Elliott Battles The Crooked Vigilantes."

COLUMBIA

Last Of The Pony Riders (573)

WESTERN
59M.

ESTIMATE: Average series entry.

CAST: Gene Autry, Smiley Burnette, Kathleen Case, Dick Jones, John Downey, Howard Wright, Arthur Space, Gregg Barton, Buzz Henry, Harry Mackin, Harry Hines. Produced by Armand Schaefer; directed by George Archainbaud.

STORY: As a telegraph system from east to west progresses, the pony express route operated by John Downey is destined to end. Gene Autry, one of the chief riders of the line, decides to buy a stage coach with Downey as a partner to get the government mail contract. When Downey hears of this, he assumes Autry to be disloyal and fires him. Banker Howard Wright plans to sabotage the pony ex-

press line. The plan is to work on young rider Dick Jones, in love with Downey's daughter. Autry learns that Wright's behind the sabotage, but is caught and imprisoned in a barn. With the help of Smiley Burnette, Autry returns to bolster up Jones, who is later attacked by Wright's men. Autry and Downey, however, arrive in time to apprehend the criminals. Downey and Autry enter partnership in the new stage line.

X-RAY: This sepia series entry provides enough hard riding, shooting, and fighting for the action fans. Autry hauls in the heavies and sings "Sugar Bay" and "Sing Me A Song Of The Saddle." The story and screen play were written by Ruth Woodman.

TIP ON BIDDING: Usual series price.

AD LINES: "Another Exciting Adventure Of Gene Autry"; "Gene Autry Investigates Sabotage On The Pony Express Line"; "Songs And Action From The King Of The Cowboys."

LIPPERT

Undercover Agent (5306)

MELODRAMA
69M.

(English-made)

ESTIMATE: Import for the specialty houses or lower half.

CAST: Dermot Walsh, Hazel Court, Hermione Baddley, James Vivian, Archie Duncan, Alexander Gauge, Frederick Schrecker, Hugh Latimer, Bill Travers, John Penrose, Gwen Bacon, Maxwell Foster, Howard Lang. Produced by W. H. Williams; directed by Vernon Sewell.

STORY: While auditing books in an office owned by John Penrose, Dermot Walsh is approached by a woman who claims she is being blackmailed by Penrose and

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who asks him to recover some letters. Walsh takes the envelope to an address where he finds a man murdered, and discovers that the envelope contains some secret plans and formulae which evidently belong to the government. Walsh manages to mail them to himself before he is picked up by thugs headed by Alexander Gauge, who threatens his life unless he comes through with the plans. He is permitted to escape on the chance that he will lead them to the missing envelope. He does when he goes to meet his wife, dancer Hazel Court. Recaptured, Walsh is taken to a private sanitarium despite police precautions with the latter being brought into the case by Penrose, a secret government agent. Court is also threatened with death as the police break in. Walsh and Court receive the thanks of the authorities.

X-RAY: Okeh for the lower half in the situations that can play English films, this has movement, suspense, and interest. The cast names are unimportant on this side, but the film can satisfy where demands are not too exacting. The screen play is by Guy Elmes and Michael Le Fevre.

AD LINES: "He Was Hunted By Foreign Agents And Police Alike"; "Thrills, Action, And Suspense Follow The Undercover Agent"; "He Was Just An Ordinary Citizen Until He Was Forced To Become An Undercover Agent."

MGM

All The Brothers Were Valiant (407)

MELODRAMA
95M.

(Color by Technicolor)

ESTIMATE: Well-made adventure yarn.

CAST: Robert Taylor, Stewart Granger, Ann Blyth, Betta St. John, Keenan Wynn, James Whitmore, Kurt Kaszner, Lewis Stone, Robert Burton, Peter Whitney, John Lupton, Jonathan Cott, Mitchell Lewis, James Bell, Leo Gordon, Michael Pate. Produced by Pandro S. Berman; directed by Richard Thorpe.

STORY: When Robert Taylor returns to New Bedford, Mass., aboard his whaling ship in 1857, he finds his brother's whaler already in but that Stewart Granger, the brother, is missing, having left the vessel in the Gilbert Islands. Taylor, made captain of the ship, marries Ann Blyth. They honeymoon aboard the whaler, which Taylor sails to the Gilbert Islands to get word on Granger, whom he finds alive. Granger left the ship while ill and was nursed back to health by native girl Betta St. John. He lives with her until three white men abduct her. He pursues them, killing one and holding off the other two, James Whitmore and Kurt Kaszner, until he regains his strength. He agrees to join them in their quest for pearls. A particularly valuable pearl brings on a fight between Kaszner and Whitmore, and the former is killed. Later, Whitmore tries to kill Granger, but dies himself. The natives pursue Granger and St. John as they make for their boat, and St. John is killed, losing the fortune in pearls overboard. Granger then asks Taylor to use his ship to recover the pearls, but Taylor refuses, admitting he is afraid. Blyth, who has always found Granger romantic, falls under his spell. Later, Granger arouses the crew members to a mutiny which is quelled by Taylor and several loyal men after a fight in which Granger is killed. Taylor and Blyth are reconciled.

X-RAY: Here is a well-made adventure yarn with romance, action, intrigue, interesting sequences showing a whale being caught, and colorful settings in Technicolor. The pace is at a fast clip, and interest is maintained on high throughout, the cast giving convincing performances,

aided by better direction and production. It should be appreciated by those who go for action adventure entries. The screen play is by Harry Brown, based on the story by Ben Ames Williams.

TIP ON BIDDING: Better price.

AD LINES: "An Action-Packed Story About The Men Who Went To Sea In Whaling Ships"; "Action On The High Seas As Brother Fought Brother For One Girl And A Valuable Treasure"; "Adventure . . . Romance . . . Fast Action . . . All In Color By Technicolor."

PARAMOUNT

Flight To Tangier (5306)

MELODRAMA
90M.

(3-D) (2-D)

(Color by Technicolor)

ESTIMATE: Routine espionage film has names to help.

CAST: Joan Fontaine, Jack Palance, Corinne Calvet, Robert Douglas, Marcel Dalio, Jeff Morrow, Richard Shannon, Murray Matheson, John Doucette, John Picard, James Anderson, Don Dunning, Bob Templeton, Eric Alden, Peter Coe, Madeleine Holmes, John Wengraf, Otto Waldis, Jerry Paris, Rene Chatenay, Albert D'Arno, Karin Vengay, Pilar Del Ray, Anthony De Marion, Mark Hanna, Rodric Redwing, Josette Deegan. Produced by Nat Holt; written and directed by Charles Marquis Warren.

STORY: In Tangier, Joan Fontaine, Jack Palance, Corinne Calvet, Robert Douglas, and Marcel Dalio await the arrival of a plane bearing Murray Matheson, a passenger carrying a three million dollar letter of credit from behind the Iron Curtain, and his pilot, John Picard. Fontaine is to marry Picard; Palance is an adventurer who was supposed to fly the plane, but who instead gave the assignment to his pal, Picard; Calvet is a mysterious gal; and Douglas and Dalio are out to make a fast buck. The plane crashes, and it is obvious that both Matheson and Picard left it before. Developments throw Fontaine, Palance, and Calvet together while Douglas is working for a foreign country to buy contraband planes from Dalio. There is considerable criss-crossing and chasing before the showdown where the contraband is stored. Matheson and Picard are hiding there. Picard is killed and so is Dalio. Palance makes it possible for Matheson to get to a bank in Tangier with the credit, but Calvet and Douglas are killed in a gun battle. Palance clinches with Fontaine, who, it develops, is an American espionage agent, as was Picard.

X-RAY: A confused film that doesn't benefit particularly from 3-D, this is also available in 2-D. However, in either medium, it is handicapped by a story that hinders the players and never seems to get anywhere. The Palance, Fontaine, and Calvet names may aid in the draw, although none has a chance to shine. All in all, this shapes up as a routine show.

TIP ON BIDDING: Fair program price.

AD LINES: "Treachery In Tangier"; "Murder In The Forbidden Sahara"; "Jack Palance . . . Joan Fontaine . . . Corinne Calvet . . . Caught In A Spy Ring . . . In 'Flight To Tangier'."

Here Come The Girls (5309)

COMEDY
WITH MUSIC
78M.

(Color by Technicolor)

ESTIMATE: Pleasant comedy with music has names to help.

CAST: Bob Hope, Tony Martin, Arlene Dahl, Rosemary Clooney, Millard Mitchell, William Demarest, Fred Clark, Robert Strauss, Zamah Cunningham, Frank Orth,

the Four Step Brothers, Hugh Sanders, Inesita. Produced by Paul Jones; directed by Claude Binyon.

STORY: Around the turn of the century, Bob Hope, the world's oldest chorus boy, loses a job in a show-being produced by Fred Clark, even though chorus girl Rosemary Clooney is rooting for him. Leading man Tony Martin, star Arlene Dahl, and Clark think otherwise. When an attempt is made to murder Martin, it develops that the would-be murderer is Robert Strauss, who likes Dahl. Hope gets a chance in the show only because he is bait to catch Strauss. Although Hope doesn't have much class, no one wants to fire him until Strauss is caught which Hope doesn't know. Strauss is captured and Hope loses his job, but Strauss escapes and Hope gets his role back. Finally, matters end happily when Strauss is apprehended on opening night as he throws knives at Hope. Hope gets a contract and clinches with Clooney.

X-RAY: An amusing entry, this has a number of fast moving and amusing situations with Hope in his usual breezy and laugh-getting style. The yarn is of average interest and the cast, direction, and production are in the good class. It should please those seeking light, gay entertainment with a goodly number of pretty gals present. Martin gets a chance to put over a few songs and should please his following although he could have had a fatter part. Clooney also has a small part, but shows up fairly well. The songs include "It's Torment," "Girls," "You Got Class," "When You Love Someone," "Ali Baba Be My Baby," "Never So Beautiful," "Heavenly Days," and "See The Circus." The story is by Edmund Hartmann, based on the screen play by Hartmann and Hal Kanter.

TIP ON BIDDING: Above average price.

AD LINES: "Meet The World's Oldest Chorus Boy . . . Bob Hope"; "Rosemary Clooney . . . Bob Hope . . . Arlene Dahl . . . Tony Martin In The Year's Gayest Musical"; "Laugh And Be Thrilled When You See 'Here Come The Girls'."

RKO

Decameron Nights (461)

COMEDY
86M.

(English-made)

(Color by Technicolor)

ESTIMATE: Class and art spots should like this best.

CAST: Joan Fontaine, Louis Jourdan, Binnie Barnes, Joan Collins, Mara Lane, Stella Riley, Melissa Stribling, Godfrey Tearle, Elliot Makeham, Meinhard Maur, George and Bert Bernard, Van Boolean, Gordon Bell, Noel Purcell, Hugh Morton, Marjorie Rhodes. Produced by M. J. Frankovich and William Szekely; directed by Hugh Fregonese.

STORY: Boccaccio (Louis Jourdan), notorious lover and teller of droll tales, follows Fiametta (Joan Fontaine), recently widowed, to her summer home, where she and six other women are hiding while their city is being held by attacking armies. A gay philanderer, Jourdan tells two droll stories to the ladies, trying to win Fontaine. The first, "Paganino The Pirate," has Fontaine as a young wife with an elderly husband, Godfrey Tearle. When her aging mate prefers astrology to her charms, she allows herself to be captured by Jourdan, a pirate, to teach him a lesson. The next story, "Wager Of Virtue," is of Tearle, again an elderly husband, goaded by a young rogue, Jourdan, into wagering a huge sum on the quality of his beautiful young wife's virtue. Unforeseen develop-

ments ensue, but all ends happily for the young wife, Fontaine. Fontaine, in order to protect her wavering loyalty to the memory of her dead husband, tells a final tale, "The Doctor's Daughter," about a beautiful young lady doctor, Fontaine, who finds her love spurned by Jourdan, handsome young knight, who has wed her at the command of his king. After the story telling, Fontaine allows herself to be convinced that Jourdan truly loves her.

X-RAY: Mounted impressively and handsomely photographed in Technicolor, this bit of fantasy will have to be sold to specialized audiences. The droll, and sometimes dull, pace may be too sophisticated for the average audience. Art houses should find this attractive. It is not family entertainment. Based on the saucy classic, "Decameron Nights," by Giovanni Boccaccio, with screen play by George Oppenheimer, this should lend itself perfectly to exploitation ideas. The presence of some names should also help. Legion of Decency: "B."

TIP ON BIDDING: Fair price for specialized audiences.

AD LINES: "Boccaccio's Famed Droll Stories On The Screen"; "A Stellar Cast Brings To The Screen One Of The Literary Classics Of All Times"; "A Masterpiece Of Saucy And Droll Story-Telling."

Louisiana Territory

(2-D) (435)

TRAVELOGUE
65M.

(3-D) (405)

ESTIMATE: Documentary may appeal in some situations.

CAST AND CREDITS: Val Winter, Leo Zinser, Julian Meister, Phylliss Massiot, Marlene Behrens; produced by Jay Bonafield and Douglas Travers; directed and photographed by Harry W. Smith.

STORY: Some 150 years ago, American ambassador Robert Livingston, portrayed by Val Winter, arranges for the purchase of the Louisiana Territory from Napoleon and then decides to see what the territory looks like today. He and the camera travel through Minneapolis, Des Moines, Kansas City, St. Louis, Little Rock, Ark., and New Orleans. The latter receives the most attention, with the camera following Julian Meister and Phylliss Massicot as they meet. He shows her around the city with a romance developing. Seen are the old French Quarter, restaurants, parks, museums, preparations behind the Mardi Gras, and the Mardi Gras. Winter returns to the spirit world pleased with his purchase.

X-RAY: A pleasant documentary, this has some colorful interludes and settings with a thread of a story centered in the budding romance between a pair of college-age youngsters. It is rather long for its purpose, but it can round out the program on the lower half. The original screen play is by Jerome Brondfield. The need for the use of 3-D is not quite apparent outside of a few gimmicks flying at the cameras. This is also available in 2-D.

TIP ON BIDDING: Lowest bracket.

AD LINES: "History Brought Up-To-Date In Third-Dimension"; "A Large Part Of The United States On Parade Before The 3-D Cameras"; "A Colorful Yarn About The Louisiana Territory."

REPUBLIC

El Paso Stampede

(5244)

WESTERN
54M.

ESTIMATE: Routine series entry.

CAST: Allan "Rocky" Lane, Eddy Waller, Phyllis Coates, Stephen Chase, Roy Barcroft, Edward Clark, Tom Monroe, Stanley Andrews, William Tannen. Pro-

duced by Rudy Ralston; directed by Harry Keller.

STORY: During the Spanish-American war, federal agent Allan "Rocky" Lane is sent to investigate some cattle rustling of government-ordered beef. Before he finds out the culprits, murder is committed, but Lane finds the stolen cattle, and clinches with Phyllis Coates.

X-RAY: About par for the series, this routine western combines gun battling, fist fighting, hard riding, and ornery goings-on to a degree that should make it suitable for the action fans. Arthur Orloff wrote the screen play.

AD LINES: "A Mystery That Puzzled The Nation . . . Vast Herds Of Cattle Vanish Without A Trace"; "Fast, Furious, And Packed With Action"; "'Rocky' Lane Rides To The Rescue"; "Another Slam Bang 'Rocky' Lane Western."

Sea Of Lost Ships

(5213)

ACTION DRAMA
85M.

ESTIMATE: Fair sea action programmer.

CAST: John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel, Tom Tully, Barton MacLane, Erin O'Brien-Moore, Darryl Hickman, Roy Roberts, Tom Powers, Ben Cooper, Richard Hale, James Brown, Douglas Kennedy, Steve Brodie, John Hudson. Produced and directed by Joseph Kane.

STORY: John Derek, whose father, Barton MacLane, was killed in action, and Richard Jaeckel are raised by Jaeckel's father, Walter Brennan, also a coast guardsman. Both enter the Coast Guard Academy, and Jaeckel falls for Wanda Hendrix, the admiral's daughter. Hendrix is in love with Derek, who, rather than hurt Jaeckel, gives her up, gets drunk, and is thrown out of the Academy. He rejoins as an enlisted man, and is assigned to the same ship as Jaeckel, who is an officer, and Brennan. The feud continues despite efforts of Brennan and Hendrix, by now back with Derek, to make peace. All three of the men risk their lives on an ice patrol to save a marooned ship, and Derek saves Jaeckel's life. Jaeckel acts as best man at the wedding of Derek and Hendrix, and the two buddies carry on their Coast Guard careers.

X-RAY: This salute to the Coast Guard should please the not too discriminating moviegoer. While little new is offered in the familiar plot, there are sufficient action and some excellent sequences showing icebergs in the Arctic regions. Performances are adequate, and production credits are good. The story is by Norman Reilly Raine and the screen play by Steve Fisher.

AD LINES: "The Coast Guard Was His Life, But He Risked It For A Woman"; "These Men Risked Their Lives To Keep The Sea Lanes Clear"; "A Stirring Tribute To America's Coast Guardsmen."

Shadows Of Tombstone

(5233)

WESTERN
54M.

ESTIMATE: Satisfactory series western.

CAST: Rex Allen, Slim Pickens, Jeanne Cooper, Roy Barcroft, Emory Parnell, Ric Roman, Richard Avonde, Julian Rivero. Produced by Rudy Ralston; directed by William Witney.

STORY: Young rancher Rex Allen captures bandit Ric Roman, but the town's crooked sheriff, Emory Parnell, is afraid the criminal will reveal the crooked setup as an election is coming up. The sheriff goes into collusion with town gambler Roy Barcroft to discredit Allen, who is planning to oppose him in the election. Spurred on by pretty newspaper owner Jeanne Cooper, Allen and Slim Pickens do some investigating at the town gambling house, but they are arrested on

the charge of disturbing the peace. Sheriff Parnell's plan is to stage a phony jail break while his men wait outside to pick off the escapees. Roman falls into the trap, but Pickens and Allen manage to escape. Later, they fight it out in the hills, and Allen gets the upper hand aided by a posse. With Parnell dead and Barcroft sent to prison, Allen is elected sheriff.

X-RAY: This average western offers rough stuff, gun battling, and hard riding to please the matinee crowd and action fans. The screen play was written by Gerald Geraghty.

AD LINES: "The Shadow Of Death Hung Over The Town"; "One Man's Courage Pitted Against Crooked Lawmen"; "A Whole Town Held In The Grip Of A Criminal."

Trent's Last Case

(5212)

MYSTERY
90M.

(English-made)

ESTIMATE: Mystery import will fit into the duallers.

CAST: Michael Wilding, Margaret Lockwood, Orson Welles, John McCallum, Miles Malleison, Hugh McDermott, Jack McNaughton, Sam Kydd. Produced and directed by Herbert Wilcox.

STORY: When financial tycoon Orson Welles is found dead amateur detective Michael Wilding, sent to cover the case by a London newspaper, meets the widow, Margaret Lockwood, and the dead man's secretary John McCallum. The coroner's hearing pronounces the death a suicide. Wilding, attracted to Lockwood, presents her with his findings, leaving it up to her to reopen the case. Interested in Wilding, she tells him that McCallum was in love with her and that Welles was jealous of her. Wilding then confronts McCallum, and he relates what happened when Welles decided to take his own life to frame McCallum. Miles Malleison, Lockwood's uncle, confesses that he shot Welles during a struggle to keep him from shooting himself. Wilding decides to leave the case closed. He and Lockwood think about a future together.

X-RAY: With mystery, detective work, much conversation, and little action, this will fit into the duallers. Performances are in the satisfactory class and the direction and production are okeh. The import otherwise is suitable either for the art and specialty spots. The screen play is by Pamela Bower, based on the story by E. C. Bentley.

AD LINES: "He Was Framed For Murder Because He Loved His Boss' Wife"; "A Murder That Was Called Suicide By The Police Until Detective Philip Trent Stepped In"; "A Mystery Thriller By Noted Novelist E. C. Bentley."

UNITED ARTISTS

The Gay Adventure

(Renown)
(Made in Europe)

COMEDY
82M.

ESTIMATE: Fair import for the art spots and lower half.

CAST: Burgess Meredith, Jean-Pierre Aumond, Paula Valenska, Kathleen Harrison, Richard Murdock, Julian Dalbie, Jose de Almeyda, Kenneth Cove, Henry Pascal, Karel Stepanek, Glyn Lawson, Edward Lexy, Derek Blomfield, D'Arcy Conyers, Eva Savage, Milo Sperber, Richard Warner, Ivan Sampson, Hilda Bayley, Ernest Jay, Natasha Parry, Sandra Dorne, James Crabbe, Colin Gordon, Hugh Morton, Richard Molinas, Philip Slessor, Gordon Tanner, Patrick Barr. Produced by Ana-

tole de Grunwald; directed by Gordon Parry.

STORY: While on the train from Paris to Calais, Jean-Pierre Aumont spies attractive Paula Valenska, and daydreams about her. In his dreams, she is a model while he is a bus driver. When she has an accident, Aumont befriends her, and they eventually fall in love. Just as they are about to be married, he awakens. On the boat to Dover, Valenska is seen by American officer Burgess Meredith, and he builds up his own fantasy. She is a singer in a cheap Berlin nightclub right after the war. Being an illegal resident, she suffers indignities from Karel Stepanek, her employer. Meredith falls in love, and offers her an American passport, but when his dream is over she is gone. On the train to London, Richard Murdoch sits opposite her picturing her a famous star. Rescuing her from reporters, he takes her to his home, where her notoriety creates an uproar. She tells Murdoch that she loves him, and the train arrives in London. Watching as she leaves the train, three men see her being met by a husband and four children.

X-RAY: The fantasies provoked in three different men on the sight of a beautiful woman make the structure on which this tri-part comedy entry is based. Out of this seemingly good idea has been constructed an unimaginative, needlessly complicated, and, what is more important, a not very funny film. A few laughs here and there and some competent acting, however, qualify this minor effort for the art spots and the lower half. The song heard is "If I Had An Island."

TIP ON BIDDING: Lowest bracket.

AD LINES: "How Does A Beautiful Woman Affect A Man . . . You'll See In 'The Gay Adventure'"; "A Frenchman, An Englishman, And An American Pursue A Beautiful Woman In Their Day Dreams"; "A Frolicsome, Frothy, Gay Adventure"

The Steel Lady

MELODRAMA
83M.

(Small)

ESTIMATE: Interesting programmer.

CAST: Rod Cameron, Tab Hunter, John Dehner, Richard Erdman, John Abbott, Frank Puglia, Anthony Caruso, Christopher Dark, Dick Rich, Charles Victor, Carmen d'Antonio. Presented by Edward Small. Produced by Grant Whytock; directed by E. A. Dupont.

STORY: Ex-army pilot Rod Cameron heads a quartet of oil seekers in the Sahara Desert who detect a rich field, but are told to get out because the local sheik is inimical to all foreigners. They are forced to land with their plane and radio being damaged. The storm, however, has unearthed a German tank buried during the war by a sandstorm. Facing death, Cameron and the others, including radio man Tab Hunter, mechanic Richard Erdman, and oil expert John Dehner, try to repair the tank and head for a French army post about 100 miles away. Dehner and Cameron have several run-ins over Dehner's alcoholic tendencies. When he goes to hide a bottle, he finds a fortune in jewels hidden beneath the tank's floor. Halfway, they are about out of water when they run across a band of Arabs headed by Frank Puglia. Christopher Dark, John Abbott, and Puglia recognizes the tank as the one that raided a powerful Sheik's domain. They try to buy the tank. Cameron is willing until Dehner starts a fight, and they barely escape, Hunter being wounded. Cameron finds the jewels and throws Dehner out, but permits his reentry at Hunter's pleading. The latter fashions a rough transmitter and they plead for help while under attack. A rescue plane arrives and all get aboard

except for wounded Dehner, who locks himself in and holds off the attackers until the plane leaves. The others plan to return the jewels so they may dig for oil in the sheik's territory.

X-RAY: An interesting melodrama with an unusual twist, this should fit into the duallers. The story holds interest, and the cast, direction, and production are good. It should satisfy the meller fans. The screen play is by Richard Schayer, with the story by Aubrey Wisberg.

TIP ON BIDDING: Fair program price.

AD LINES: "Things Looked Tough Until Four Desperate Men Came Across 'The Steel Lady'"; "A Tank Battles A Tribe Of Arabs In The Sahara Desert"; "Action . . . Different Adventure."

U-International

The Glass Web

(2-D) (402)
(3-D) (401)

MYSTERY MELODRAMA
81M.

ESTIMATE: Suspenseful mystery entry.

CAST: Edward G. Robinson, John Forsythe, Kathleen Hughes, Marcia Henderson, Richard Denning, Hugh Sanders, Clark Howat, Dick Stewart, Harry Tyler, Duncan Richardson, Jeri Lou James. Produced by Albert J. Cohen; directed by Jack Arnold.

STORY: John Forsythe, writer of a TV program, "Crime Of The Week," is blackmailed by actress Kathleen Hughes with whom he once had an affair. Edward G. Robinson, who does research for the program and who hopes to replace Forsythe as writer, is infatuated with Hughes. Forsythe arrives to pay her off, hears her arguing, and hides out until all is quiet. Later, he finds her dead as a record plays a rumba tune, removes his name tape from a pair of his pajamas, and leaves. When the dead woman's husband is jailed on suspicion, Robinson convinces show producer Richard Denning to put the case on TV. Forsythe is assigned to write the script, which turns out good. Robinson, enraged, accuses him of the murder and threatens to tell the police unless he quits his job. When the show goes on, detectives are in the audience. Forsythe discovers that Robinson is the real killer. The police kill Robinson. Forsythe and his wife, Marcia Henderson, hope for a brighter future.

X-RAY: With a goodly amount of interesting background material on how TV shows are put on as well as an interesting story that has suspense, this is an interesting programmer that will fit into the duallers. The cast is efficient and the direction and production are okeh. The screen play is Robert Brees and Leonard Lee, based on the novel by Max Simon Ehrlich.

TIP ON BIDDING: Fair program price.

AD LINES: "They Show A Murder On TV And Catch A Murderer In The TV Studio"; "A Killer Trapped In A Television Studio"; "Mystery . . . Suspense . . . Murder."

WARNERS

Key Largo (309)

MELODRAMA
101M.

ESTIMATE: Names should help reissue of high rating thriller.

CAST: Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore, Claire Trevor, Thomas Gomez, Harry Lewis, John Rodney, Marc Lawrence, Dan Seymour, William Haade,

Monte Blue, Silver Heels, Rodric Red Wing. Produced by Jerry Wald; directed by John Huston.

STORY: Ex-army officer Humphrey Bogart arrives at the hotel in Key Largo, Fla., looking for proprietor Lionel Barrymore, and his daughter-in-law, Lauren Bacall, wife of a now dead buddy who served with him in the army. Bogart is told by hangers-on Dan Seymour, Harry Lewis, Thomas Gomez, William Haade, and Claire Trevor, to move on, but is persuaded to stay by Bacall. Sheriff Monte Blue and deputy John Rodney turn up. As hurricane warnings are sounded, gangster Edward G. Robinson, arrives and threatens everyone present, quarrels with Trevor, his girl friend, and tries to make love to Bacall. The hurricane hits as all are practically prisoners of Robinson and his henchmen. Rodney is killed. Some Florida gangsters arrive to make their deal with Robinson, who forces Bogart to take him and his men to Cuba, but Bogart is slipped a gun by Trevor, who is left behind. At sea a gun battle ensues. Bogart emerges the victor and heads his cargo of death back to home with Barrymore and Bacall.

X-RAY: When first reviewed in THE SERVICESECTION of July, 1948, it was said in part: "If the names in the cast weren't sufficient to insure top boxoffice returns in this highly effective melodrama, then all the other assets present would do so." The work is based on the play by Maxwell Anderson.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Romance, Adventure, And Death Rode The Crest Of A Hurricane As It Hit 'Key Largo'"; "Mystery, Murder, And Gangsters In Action In 'Key Largo'"; "Evil Tension On 'Key Largo'."

The Treasure Of Sierra Madre (310)

MELODRAMA
126M.

(Reissue)

ESTIMATE: Bogart draw should help reissue.

CAST: Humphrey Bogart, Walter Huston, Tim Holt, Bruce Bennett, Barton MacLane, Alfonso Bedoya, A. Soto Rangel, Manuel Donde, Jose Torvay, Margarita Luna, Jacqueline Dalya, Bobby Blake. Produced by Henry Blanke; directed by John Huston.

STORY: In Mexico in 1920, American Humphrey Bogart, mooching from tourists, meets another American down-and-outer, Tim Holt, and they take jobs on a construction project bossed by Barton MacLane, who vanishes when pay day arrives. They meet up with MacLane later, take their salaries, and team up with old Walter Huston, ex-pro prospector, to search for gold. Hitting a streak, they become more and more suspicious of each other. Bruce Bennett, another prospector, visits, and they are about to kill him when they are attacked by bandits. Bennett is killed just as soldiers rout the bandits. When the vein is exhausted, Bogart and Holt decide to return to civilization, but are besieged by a band of friendly Indians, who request help for a dying boy. Huston pulls the boy through and the Indians insist on his staying for a celebration. Bogart and Holt again start off with Huston's share of the gold, he having decided to stay with the Indians, but greedy Bogart shoots Holt, and leaves him for dead. The Indians take Holt back to camp, after which they set out to trail Bogart, who is robbed and killed by bandits. Huston and Holt learn what happened from the Indians, Huston decides to stay with them, and Holt plans to visit Bennett's widow in Texas.

X-RAY: When first reviewed in THE SERVICESECTION of January, 1948, it was said

in part: "Based on the novel by B. Traven, this packs action, suspense, and drama, and, despite its lengthy running time, there is no denying that Bogart and action fans in general should go for this. It's hard and tough. Production values are in the better class."

TIP ON BIDDING: Usual reissue price.

AD LINES: "Adventure And Thrills As Humphrey Bogart Goes On A Treasure Hunt"; "Brought Back For Your Reenjoyment"; "Adventure And Thrills Galore In This Drama Of Old Mexico."

FOREIGN

The Captain's Paradise

SATIRE
76M.

(Lopert)

(English-made)

ESTIMATE: Highly amusing comedy for the art and class spots.

CAST: Alec Guinness, Yvonne De Carlo, Celia Johnson, Charles Goldner, Miles Malleon, Bill Fraser, Tutte Lemkow, Nicholas Phipps, Walter Crisham. Produced and directed by Anthony Kimmis.

STORY: Alec Guinness stands before a firing squad ready to be executed, while at the North African port the ship he captained has a new skipper, Charles Goldner. Miles Malleon, Guinness' uncle, is aboard and listens to Goldner as he tells the story. Guinness had solved his search for happiness by approaching his problem scientifically. Since it would be difficult to find a woman who combined domesticity and exotic charm, Guinness, whose steamer makes regular trips from North Africa to Gibraltar, takes a wife in each port. Celia Johnson, in Gibraltar, is the home type, a good cook, and companion, while Yvonne De Carlo, in North Africa, is romantic. His plan works well until Johnson flies over to Africa for a surprise visit. Guinness manages to prevent her from discovering his secret life, but to keep her busy in Gibraltar sees that she becomes a mother. The machinery begins to break down when his wives seek to fulfill their lives. Johnson wants a more lively life and runs off with a flier. De Carlo seeks a quieter life. Her temperament brings her into a quarrel with her new love and she shoots him. Guinness takes the blame and is sentenced to the firing squad. As the captain orders guns to blast, Guinness remains standing. In the surprise finale, Guinness steps over the body of the squad captain to pay off the soldiers.

X-RAY: A spicy and original idea combined with the comic genius of Guinness makes this a highly amusing satire. Guinness is responsible for most of the fun, but Johnson and De Carlo deserve meritorious mention as his two wives. This has the elements to delight art house audiences and might even be suitable for general patronage now that the Guinness name is becoming more known. Alec Coppell and Nicholas Phipps collaborated on the screenplay.

AD LINES: "The Daring Young Man On The 'Golden Fleece'"; "He Discovered The Perfect Plan For Marital Happiness. Or Did He?"; "A Wife In Every Port."

The Fighting Pimpernel

MELODRAMA
88M.

(Carroll)

(English-made)

ESTIMATE: Fair import for the art spots or the lower half.

CAST: David Niven, Margaret Leighton, Jack Hawkins, Cyril Cusack, Robert Coote. Written, produced, and directed by Michael Powell and Emeric Pressburger.

STORY: As the French Revolution breaks out, David Niven ("The Scarlet Pimper-

nel"), a British nobleman when not in disguise, rescues French nobles sentenced to die, and the head of the French secret police is determined to catch him. Even Niven's wife, Margaret Leighton, doesn't know the part he plays. After a number of narrow escapes, Niven finally is captured along with Leighton and some of his friends, but tricks the police into letting the others go in exchange for himself. He later escapes as a tricky tide catches the police and their soldiers, and all head back to England and freedom with Leighton in on the secret.

X-RAY: This has action, many people, and lavish sets and backgrounds, but the story seems incoherent at times and the dialogue is heavily accented. The cast is average as is the direction. Niven's name is the best-known as far as American audiences are concerned. The title may prove an asset in the art and specialty spots or on the lower half in regular houses.

AD LINES: "The Makers Of 'The Red Shoes' Now Bring 'The Fighting Pimpernel' To The Screen With David Niven"; "Action And Adventure As The Scarlet Pimpernel Rides Again"; "Action . . . Intrigue . . . Adventure."

Hello, Mr. Elephant

COMEDY DRAMA
83M.

(Cardinal)

(Italian-made) (English titles)

ESTIMATE: De Sica name should help the art house draw.

CAST: Vittorio De Sica, Sabu, Maria Mercader. Directed by Gianni Franciolini.

STORY: Vittorio De Sica, elementary school master with four children, receives a small salary, and is constantly under threat of being tossed out of his apartment for non-payment of rent. He meets Indian prince Sabu, who has a penchant for picking up things that don't belong to him. Sabu is proclaimed king of his country, and returns home. De Sica goes back to his routine job, feeling that he should strike in order to have teachers' salaries increased. One day he receives an elephant from Sabu. De Sica takes it to a convent, since it is inconvenient to keep it in his apartment, but the elephant returns to De Sica. Finally, a zoo purchases the elephant, and De Sica's family enjoy new shoes and clothes. The elephant is enjoyed by the children through visits to the zoo. De Sica continues with the thought that one day he will be able to buy back the elephant, the day that Parliament increases the teachers' salaries.

X-RAY: Combining pathos and comedy, this is told in Italian realism. De Sica puts the right amount of drama into his role without making a cliché of the yarn, and while the humor is, perhaps, a little extreme, it is plausible. This should do nicely in the art houses and Italian districts for there are plenty of laughs for all. The screen play is by Susi Cecchi D'Amico and Cesare Zavattini.

AD LINES: "What Would You Do If You Received An Elephant As A Gift?"; "Laughs Guaranteed For Young And Old"; "Italy's Finest Actor In One Of His Best Roles . . . De Sica."

Innocents In Paris

COMEDY
103M.

(Cardinal)

(English-made)

ESTIMATE: Good import for the art spots.

CAST: Claire Bloom, Claude Dauphin, Margaret Rutherford, Alastair Sim, Ronald Shiner, Laurence Harvey, Jimmy Edwards, Mara Lane, Gaby Bruyere, Band of the Royal Marines, Can Can dancers of

the Moulin Rouge. Produced by Anatole de Grunwald; directed by Gordon Parry.

STORY: Most of the passengers boarding a plane at London are making their first journey to Paris. Included are the Band of the Royal Marines, which include Ronald Shiner. The band is to attend the unveiling of a statue to Lord Byron. Other passengers are Alastair Sim, pompous Under-Secretary of State; American good-time girl Mara Lane; young Claire Bloom; bluff Britisher Jimmy Edwards; Scottish shop assistant James Copeland, and, at the last moment, Margaret Rutherford, off for a painting holiday. In Paris, all passengers leave the airport by bus, except Bloom, who is taken under the wing of Claude Dauphin, who gives her a lift. Edwards renews his acquaintanceship with the bar, Lane settles in her hotel to enjoy a flirtation with floor waiter Laurence Harvey, and Copeland's kilt creates a sensation. The bandsmen decide to pool their resources, holding a draw, and the lucky fellow is Shiner. Sim, not on a holiday, but attending an international conference, begins a drinking bout in which Sims wins over a Russian to his way of thinking. Shiner meets Gaby Bruyere, but sneaks off when he discovers she is a mother. Rutherford paints, and an American tourist, under the impression her work represents modern French art, buys one, giving her sufficient money to purchase a copy of the Mona Lisa. Dauphin and Bloom listen to the words of Byron at the unveiling of his statue. Next day, the passengers reassemble at the airport. Happy, they arrive back in London.

X-RAY: With plenty to attract the art and class houses, this should have appeal in those areas. The settings are authentic, and the original screenplay by Anatole de Grunwald makes the most of the opportunities.

AD LINES: "Gay Patee From Its Gilded Garrets To Its Garish Gay Spots"; "A Gay Collection Of 'Innocents In Paris'"; "Each Went To Paris With A Purpose—Each Came Back Satisfied!"

Vasili's Return

DRAMA
92M.

(Artkino)

(Magicolor)

(Russian-made) (English titles)

ESTIMATE: Dull Russian import.

CAST: Sergel Lukyanov, Natalya Medvedeva, N. Timofeyev, A. Chemodurov, I. Makarova, V. Sanayev, A. Ignatyev, K. Luchko, G. Stepanova, N. Shamin. Produced by Mosfilm; directed by Vsevolod Pudovkin.

STORY: After the war, soldier Sergel Lukyanov finds his wife, Natalya Medvedeva, married to another man since he was reported dead. Bitter, Lukyanov takes out his anger on her and all his neighbors on the collective farm, pushes his workers, determined to raise the lagging quotas of the farm. With aid from a lady engineer who solves the tractor problem and a party official, he recovers from his antagonistic mood. Because Medvedeva, who runs the dairy farm, originates some good ideas, she and her husband get together and forget their personal differences. All ends happily.

X-RAY: This last effort of Russian film director Vsevolod Pudovkin concentrates more on the workings of a Soviet collective farm than on the development of characters, and the film becomes engulfed with propaganda and static dull situations. The photography, however, and the beautiful Magicolor background compensate somewhat for the uninspired script material. The screen play was written by Galina Nikolovich and E. Gabrilovich, based on the novel, "Harvest", by Galina Nikolayeva.

AD LINES: "The Last Film Of The Great Russian Director, Vsevolod Pudovkin"; "Thrillingly Beautiful Color Photography"; "Pudovkin's 'Vasil's Return'."

MISCELLANEOUS

Little Fugitive

COMEDY DRAMA
75M.

(Burstyn)

ESTIMATE: Off-beat film is good for the art spots, can fill in on regular bookings.

CAST: Richie Andrusco, Rickie Brewster, Winnifred Cushing, Jay Williams, Will Lee, Charlie Moss, Tommy De Canio. Produced by Morris Engel and Ray Ashley; directed by Ashley, Engel, and Ruth Orkin.

STORY: Little Richie Andrusco and his 12-year-old brother, Rickie Brewster, live in a modest Brooklyn home. When their widowed mother, Winnifred Cushing, is called out of town, Brewster is given charge of his little brother. Annoyed that he must give up a birthday outing at Coney Island with his friends, Brewster and two cronies put a supposedly real gun in Andrusco's hand and when he fires it at his brother they convince him he shot him. Terrified, he takes the money left for weekend food, winds up at Coney Island, and loses himself in the crowd. He begins to enjoy himself. When all his money is gone, by collecting discarded deposit bottles he replenishes his pockets. Meanwhile, Brewster is unable to find his lost brother. Andrusco, after spending the night on the beach, returns for more pony riding, but a friendly instructor, Jay Williams, becomes suspicious, learns the boy's address, and calls his home. Brewster rushes to the beach, but Andrusco is lost again in the crowd. Eventually, he sees his brother combing the beach for deposit bottles. He rushes him home. When the mother returns, she promises them an outing at Coney Island.

X-RAY: This captivating view of childhood and its appealing young star in a variety of adventures makes for touching entertainment. Andrusco has an ingratiating personality, an expressive face, and a naturalness foreign to many child actors. The child, as he finds himself in a world of towering and indifferent adults, is moving, and his search for funds provide laughs. The directors have provided a realistic, intimate glimpse into the juvenile world. Art spots should find this ideal material, but the film is also well fitted as an added feature for general patronage. Ray Ashley wrote the screenplay from a story by Ruth Orkin, Morris Engel, and Ashley.

AD LINES: "A Glimpse Into The Secret World Of Childhood"; "Richie Andrusco Makes An Ingratiating And Completely Natural Actor"; "A Beautifully Directed Film."

Striporama

BURLESQUE
78M.

(Fine Arts)
(Eastman Color)

ESTIMATE: Attractive for the exploitation spots.

CAST: Georgia Sothorn, Rosita Royce, Jack Diamond, Mandy Kay, Charles Harris, Marinette and Andre, Betty Page, Nola Lee, Doris MacKenzie, Pat Lombard, Betty Tunell, Anne Slayton, "Mr. America." A Martin J. Lewis production; directed by Jerald Intrator.

STORY: When two burlesque fans read that a university preparing a time capsule on the arts is not considering burlesque for inclusion, they bring a camera and film to the room where the board is meeting, and force the members to look

at examples of the art of burlesque. Lovelies do a series of dances and disrobings, and there are also the inevitable burlesque comics. As an extra added attraction, "Mr. America" puts in an appearance. For a finale, briefly clad girls come on stage each carrying a letter in the word burlesque while they sing its praises. Back at the university, the board members are convinced.

X-RAY: Carefully produced, skillfully colored, and more expensively set than usual, this burlesque feature deserves some compensation for its technical merits. Unlike other films of its kind, the continuity is fairly smooth, photography clear, and the sound good, and all this has been done without sacrificing the exploitation qualities of the film. There are plenty of ladies in various stages of dress and undress to please exploitation house audiences. The script was by Allan Bodian.

AD LINES: "Sensational 'Striporama'"; "Lovely Ladies Show The Values Of Burlesque"; "A Daring Diversion."

Tanga Tika

DRAMA
73M.

(Schaefer)

(Made in the South Pacific) (Color)

ESTIMATE: South Sea entry is good for the art and specialty spots.

CAST: Adeline Tatahaimuai, Paul Meoe, Alice Swenson, Tumaatura, Roger Soui, Governor Anzani, Mayor Poeui, Captain Darr, Ah Fu. Produced by Arch Monson and Dwight Long; directed by Dwight Long.

STORY: Paul Meoe, son of an island chief in the South Seas, asks Adeline Tetahaimuai to marry him, but she can't since her mother wants her to wed the son of a local merchant in view of credit he has been extending. To make money, Meoe signs on a copra boat and is wrecked in a hurricane. He spends six months on an uninhabited island, is rescued, and arrives in time to marry his sweetheart.

X-RAY: Beautifully photographed in color and abounding in the exotic flavor of the South Seas, this adventure drama should find appeal with art house audiences. The young stars of the native cast handle themselves well, and the sensual qualities provide much that is exploitable. There are some good sequences showing native sports, too. Victor Young wrote a special song, "Tahiti, My Island," and the story was written by Lela Rogers. Long's photography and direction are good.

AD LINES: "Tahiti, The Paradise Of The South Seas"; "A Dream Island Of Happiness, Dancing, And Love"; "Passionate Love On An Island Of Paradise."

The Shorts Parade

TWO REEL

Comedy

BUBBLE TROUBLE. Columbia—The Three Stooges. 16½m. The Three Stooges have been successful with their corner drugstore business, but the landlord hands them an eviction notice. Mixing all their herbs and chemicals, the boys come up with a youth potion which turns the landlord's wife into a young girl. When the landlord tries the mixture, he is turned into an ape, and the boys get the idea of exhibiting him as the world's only talking ape. However, Larry and Moe think two talking apes would be better so they chase Shemp with the potion. FAIR. (6402).

HALF-SHOT AT SUNRISE. Columbia—Favorite Re-releases. 16m. When first reviewed in THE SERVICESECTION of October, 1941, it was said: "Roscoe Karns is seen as a practical joker and a self-appointed

life-of-the-party in a two-reeler that has some laughs, but not enough to mean very much. FAIR." (6431).

RIP, SEW, AND STITCH. Columbia—The Three Stooges. 17m. Larry, Moe, and Shemp (The Three Stooges) are the proprietors of an old clothes store that is about to go bankrupt. A bank robber leaves his clothes in their place and the boys find the combination to a safe in one of the pockets. When the crook and two of his hoods return to find the combination, The Stooges give them a rough battle. They manage to get the heavies under their control in time for the police to take over. FAIR. (6401).

SILLY BILLY. Columbia—Favorite Re-releases. 18m. When first reviewed in THE SERVICESECTION of March, 1948, it was said: "Billie Burke invites the father of her daughter's fiance to her home, mistaking him for the fiance. Dismayed at his unmannerly conduct, Burke decides to marry him herself and thus save her daughter from his clutches. It ends with a double marriage being performed after a pie-throwing contest. FAIR." (6422).

Documentary

ADOBE VILLAGE. U-I—The Earth And Its Peoples. 19m. Mexico City, in the midst of the great central plateau of Mexico, is a modern city deep in the tropics, but because of its high elevation boasts of a temperate climate. Around the capital city are many small villages built of adobe brick and centered around the church. In one such village, Tezeyuhua, one observes the daily routine of a farm family. GOOD. (8373).

MOUNTAIN FARMERS. U-I—The Earth And Its Peoples. 20m. Switzerland may on first thought not appear to be a country where farming would flourish, but the enterprising Swiss have used their ingenuity to cultivate their rugged terrain. The mountain meadows are used to graze the cattle while every inch of the valley and slopes is made useful for growing. Utilizing an abundant water supply for electricity and their snow covered mountains for tourist attractions, Switzerland is a prosperous country. Although language and custom divide the country into four distinct sections: Italian, German, French, and Romish, the nation is a united and happy one. EXCELLENT. (8372).

Musical

CAMP JAMBOREE. U-I—Musical Featurette. 18m. Entertainers arrive at a large naval base to put on a show for the men. Romo Vincent opens with the fast paced "It's A Good Day" while the Dorothy Dorben Adorables follow up with a dance to "Half Moon In Three Quarter Time." Next on the program, Arthur Lee Simpkins croons "Valse Coquines" and "This Night I'll Remember." Chic Gizele MacKenzie draws cheers as she does "Wild Horses," and the Dorothy Dorben Adorables return for "Tropicana." As a climax, Vincent does a novelty song, "Anything From Texas." FAIR. (8309).

Color Travel

THE HEART OF HIGHLAND. Hoffberg. 20m. As the clans of Scotland come from all over the world for the gathering at Edinburgh, they make merry. Behind the festivities lies the beautiful land and with its ancient hills where graze the sheep that provide the wool for English factories. The history of the land is seen in the ancient castle of Glamis, where Macbeth lived. The room where Duncan was killed is yet preserved, but the castle is famous as the birthplace of England's queen mother Elizabeth. This is in color. GOOD.

ONE REEL

Color Cartoons

THE BEAR THAT COULDN'T SLEEP. MGM—Gold Medal Reprint Cartoons. 9m. When first reviewed in THE SERVICESECTION of June, 1939, it was said: "It's about the bear who goes into hibernation and who finds the fates working against him. Sleep just doesn't come. It starts off slowly, but picks up pace for a nice closing. GOOD." (W-563).

EASY PECKIN'S. Warners—Looney Tunes. 7m. A city slicker of a fox spies a chicken yard, and attempts to garner a fine fowl dinner, but with Foghorn Leghorn, the tough rooster, on guard, all he gets is a foul punishment. The fox summons all his slyness to woo a coquetish hen into his pot, but Foghorn catches him. FAIR. (1703).

FIESTA TIME. Columbia—Color Favorites Re-releases. 7½m. When first reviewed in THE SERVICESECTION of May, 1945, it was said: "It's fiesta time in one of the South American countries, and a little boy and his donkey are celebrating with a gay little senorita. The boy has to go to bed, but his donkey entices him to find the senorita, who is happy to see him, but her father is on watch, and only after many amusing escapades does the boy manage to steal away the girl. The ending finds the boy and girl continuing their dancing, celebrating into the wee hours of the morning. GOOD." (6602).

THE TELL-TALE HEART. Columbia—UPA Cartoon Special. 7m. This much discussed cartoon should have a wide appeal because of its highly imaginative art style. It tells the famous Edgar Allen Poe story of the maniac who had to kill an old man, not for greed, but because he possessed an "evil eye." The technique involved in spinning the eerie yarn is original, daring, and expressive. The whole thing is done in sketches, with the maniac never actually appearing. However, his presence is doubly felt by the use of light and shadow to give the effect of impending disaster. The art style is derived from Eugene Berman, scenic designer and ballet designer of the Metropolitan Opera. This is on the same high level as other UPA offerings. James Mason narrates, and the film was produced by Stephen Bosustow and directed by Ted Parmalee. Paul Julian was art designer. EXCELLENT. (6510).

THE UNICORN IN THE GARDEN. Columbia—UPA Cartoon Special. 7m. When a meek little man prepares his breakfast, he spies a unicorn eating flowers in the garden. Racing upstairs, he tells his domineering wife the news, and she accuses him of being mentally deficient and threatens to have him put away. When he persists, she phones the authorities, who arrive with a straight jacket to find this woman raving about the unicorn in the garden so they take her away. The husband seems perfectly content with the arrangement. Moral: Don't count your boobies before they are hatched. This is based on the James Thurber work. EXCELLENT. (6509).

Color Novelty

CINDERELLA'S LOVE LESSON. Fine Arts. 8m. In Eastman Color, This one-

woman show starring Lili St. Cyr sets the first lady of the burlesque stage before a background of the Cinderella legend. In pantomime, she does her mental chores in shaggy cloths until the wand of the fairy godmother transforms her into a stunning ball costume. At the palace festivities, she falls in love with the prince, but, as the clock begins to strike, her magnificent garments disappear until she is down to the almost altogether. Well-produced and nicely colored, this should be strong in the exploitation houses. GOOD.

Novelty

BYWAYS TO BROADWAY. U-I—Variety Views. 9m. To gain fame in the theatre requires a lot of hard work, and here is the struggle of one such girl with Broadway as a goal. Working as an apprentice in summer stock, she helps clean up after the winter, paint scenery, and do any menial chores while learning a part for the week's production. The company director helps out with some professional advice, but the real learning comes through the experience of standing before an audience and acting. GOOD. (9341).

CANDID MICROPHONE No. 1. Columbia. 10m. Allan Funt takes his eavesdropping mike into a county clerk's office, where several motorists pay parking tickets. All are convinced that they are innocent victims. Some of the excuses are amusing, but this doesn't come up to the best in the series. FAIR. (6551).

FUN FOR ALL. U-I—Variety Views. 9m. Every day is a holiday somewhere in the world, but people everywhere have similar ideas on what is fun. Paper mache figures are appropriate props for people in the holiday spirit, and one sees the construction of these huge, glittering caricatures. Whether it is the New Orleans Mardi Gras or celebrations in the Italian town of Viareggio, Dutch towns of Brabant and Limberg, in Florida, Spain, Brazil, or the French Riviera, everyone gets into a festive mood. FAIR. (8348).

HIT 'IM AGAIN. Warners—Vitaphone Varieties. 10m. An old Larry Semon comedy from the days of the silent pictures is satirized with its corny action and characters. Semon raises the ire of a group of gamblers when he wins a bankroll. There is a mad chase between the villain and Semon until the former gets his just punishment. There are plenty of laughs. GOOD. (1601).

HOLLYWOOD STUNTMEN. Columbia—Screen Snapshots. 10½m. George Montgomery is the guest of director Ralph Staub in this tribute to the unknown men behind thrilling sequences in motion pictures. Montgomery, who was a stuntman for John Wayne in the early days, looks over some of the films of famous stuntmen in action. GOOD. (6851).

RIP VAN WINKLE RETURNS. U-I—Variety Views. 10m. This extension on the Washington Irving legend finds the indolent Catskiller, Rip Van Winkle, awakening today to find the strange bustling of modern life around him. Thoroughly amazed by those things which we take in our stride, he is awestruck by the

automobiles and a variety of modern conveniences not to mention the abbreviated bathing costumes. Lonely and unable to find his old friends, the bewhiskered old man seeks sleep again as a way out. FAIR. (8347).

Color Sports

THE ROYAL MOUNTIES. Warners—The Sports Parade. 10m. The famous horse riding policemen of Canada are the subject. The mounties go through a rigid training period, and are also trained in handling their horses. The best riders are then chosen to participate in the famous musical ride, in which perfect equestrian skill is demonstrated. GOOD. (1501).

SEA SPORTS OF TAHITI. Warners—The Sports Parade. 10m. Against a beautiful south sea background is seen the sports popular among the islanders. Men in canoes speed after fish armed only with stones. Pearl diving requires hardy swimmers able to remain under water for long periods. Outrigger races, spear fishing, soccer, and juggling are also popular pastimes among the Polynesians. GOOD. (1502).

Sports

ASSAULT AND MAT-TERY. Columbia—The World of Sports. 10m. Bill Stern visits a wrestling ring for a look at a bout between Don Jonathan and Argentina's Antonio Rocco. After a few minutes, clean living hero Rocco gets his boy Jonathan on the canvas for the required count. FAIR. (6801).

WORLD SKATING CHAMPIONSHIP. Artkino. 10m. The world championship in skating performed in Helsinki, Finland, is seen as participants from many nations compete. Many of the Soviet entrants walked off with prizes. Returning from the competition, the winners receive a rousing welcome from home folks in Moscow. FAIR.

Color Travel

JAPAN. Republic—This World Of Ours. 8m. The differences between the west and the east seem to be resolving themselves in Japan. Japan since the war is becoming more and more a product of western civilization yet not losing the characteristic Oriental flavor. Baseball has become very popular while bike racing, rugby, football, and soccer also draw. The modern buildings of Tokyo and the ancient imperial palace show the country's similarities and contrasts. GOOD. (9224).

Topical

USSR TODAY No. 22. Artkino. 17m. These episodes from Soviet life include the awarding of the International Stalin Peace Prize to a Japanese professor, the opening of a power station in one of the eastern provinces of USSR, and the opening of an exhibition of Chinese agriculture and art at Moscow's Central Park. Other glimpses of Soviet life show the construction of the South Siberian railroad, cutting hay on a collective farm, the Ural rest home for miners, health resorts in the Crimea, the cruiser Svetlov returning from its performance at Britain's coronation, and a music festival in Prague. FAIR.

ALPHABETICAL GUIDE To 115 Features Reviewed Since The Sept. 9 Issue

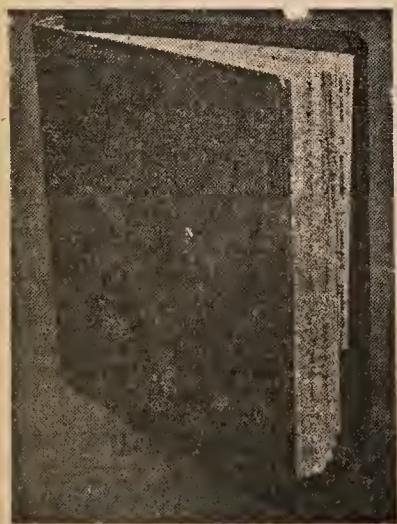
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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)



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Bergen Terror On A Train G. Ford, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright Magambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) (Technical) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnascoColor) Torch Song J. Crawford, M. Wilding (Technical)	SEPT. (1953-54) Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed The War Of The Worlds G. Barry, A. Robinsan (Technical) Little Bay Lost B. Crosby, C. Dauphin, G. Dorziat (Partly made in France) Those Redheads From Seattle J. Payne, R. Fleming, G. Mitchell (Technical) (3-D) (2-D) Flight To Tangier J. Fontaine, J. Palance, C. Calvert (Technical) (3-D) (2-D) Batany Bay A. Ladd, J. Mason, P. Medina (Technical) Cease Fire Korean war film (3-D)	SEPT. Tap Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fontaine (Reissue) Fallow The Fleet F. Astaire, G. Rogers, R. Scott (Reissue) Out Of The Past R. Mitchum, J. Greer, K. Douglas (Reissue) Marry Me Again M. Wilson, R. Cummings, R. Walker	SEPT. El Paso Stampepe, W A. Lane, E. Waller, P. Coates Tren's Last Case M. Wilding, M. Lockwood, O. Welles (English-made) Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tambstone, W T. Allen, S. Pickens, J. Cooper	SEPT. City Of Bad Men J. Crain, D. Robertson (Technical) Mister Scatmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Catten, J. Peters Braken Arrow D. O'Keefe, C. Gray (Pallas) (Made in England) Danavan's Brain L. Ayres, N. Davis (Dowling) No Escape L. Ayres, S. Tufts (Matthugh)	SEPT. Sabre Jet R. Stack, C. Gray (Color) 99 River Street J. Payne, E. Keyes The Jae Louis Story P. Stewart (Silliphant) The Fake D. O'Keefe, C. Gray (Pallas) (Made in England) Danavan's Brain L. Ayres, N. Davis (Dowling) No Escape L. Ayres, S. Tufts (Matthugh)	SEPT. The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technical) Wings Of The Hawk V. Heffin, J. Adams (Technical) (3-D) (2-D) The Golden Blade R. Hudson, P. Laurie (Technical) Desperate Mament D. Bagarde, M. Zetterling (English-made) (Rank) The All American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technical) The Titfield Thunderball S. Holloway, G. Relph (Technical) (English-made) (Rank) The Gentle Gunman J. Mills, D. Bagarde, E. Sellars (English-made) (Rank)	SEPT. (1953-54) Island In The Sky J. Wayne, L. Nolan, A. Devine The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technical) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D) A Lian Is In The Streets J. Cagney, B. Hale, A. Francis (Technical) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) So Big J. Wyman, S. Hayden	NOV. Vigilante Terror B. Elliott, M. K. Ellen Fighter Attack S. Hayden, J. Page (Color) Jack Slade M. Stevens, D. Malane Gun Fury R. Hudson, D. Reed, (Technical) (3-D) Prisoners Of The Casbah G. Grahame, C. 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Andrews, (Reissue) Forever Amber L. Darnell, C. Wilde, (Reissue) A Yank In The R.A.F. T. Power, B. Grable, (Reissue)	NOV. Calamity Jane D. Day, H. Keel, G. Nelson (Technical) Hondo J. Wayne, G. Page (WarnerColor) (3-D) The Treasure Of Sierra Madre H. Bagart, W. Huston (Reissue) Key Largo H. Bogart, L. Bacall (Reissue)
NOV. The Glass Web E. G. Robinson, J. Farsythe, K. Hughes (3-D) (2-D) Back To Gad's Country R. Hudson, S. Cochran, M. Henderson (Technical) The Veils Of Bagdad V. Mature, M. Blanchard, (Technical) Something Money Can't Buy A. Steel, P. Roc (English-made) (Rank)	NOV. Shark River S. Cochran, C. Matthews, (Color) Captain John Smith and Pacahantas A. Dexter, J. Lawrence, A. Hale, Jr. (Color) Song Of The Land D. Andrews, (Reissue) Forever Amber L. Darnell, C. Wilde, (Reissue) A Yank In The R.A.F. T. Power, B. Grable, (Reissue)	NOV. Flight Nurse J. Leslie, F. Tucker Louisiana Territory V. Winter, L. Zinzer (Pathe Color) (3-D) (2-D) Decameron Nights J. Fontaine, L. Jourdan (Technical) (English-made) Appointment In Honduras G. Ford, A. Sheridan, Z. Scott (Color)	NOV. Haw To Marry A Millionaire B. Grable, M. Monroe, R. Calhoun (Technical) Miss Rabin Crusoe A. Blake, G. Nader, (Eastman Color) Fallen Angel A. Faye, D. Andrews, (Reissue) Forever Amber L. Darnell, C. Wilde, (Reissue) A Yank In The R.A.F. T. Power, B. Grable, (Reissue)	NOV. The Glass Web E. G. Robinson, J. Farsythe, K. Hughes (3-D) (2-D) Back To Gad's Country R. Hudson, S. Cochran, M. Henderson (Technical) The Veils Of Bagdad V. Mature, M. Blanchard, (Technical) Something Money Can't Buy A. Steel, P. Roc (English-made) (Rank)	NOV. Calamity Jane D. Day, H. Keel, G. Nelson (Technical) Hondo J. Wayne, G. Page (WarnerColor) (3-D) The Treasure Of Sierra Madre H. Bagart, W. Huston (Reissue) Key Largo H. Bogart, L. Bacall (Reissue)								

OBSERVANCES
Oct. 31—Hallowe'en
Nov. 3—Election Day
Nov. 11—Armistice Day
Nov. 26—Thanksgiving

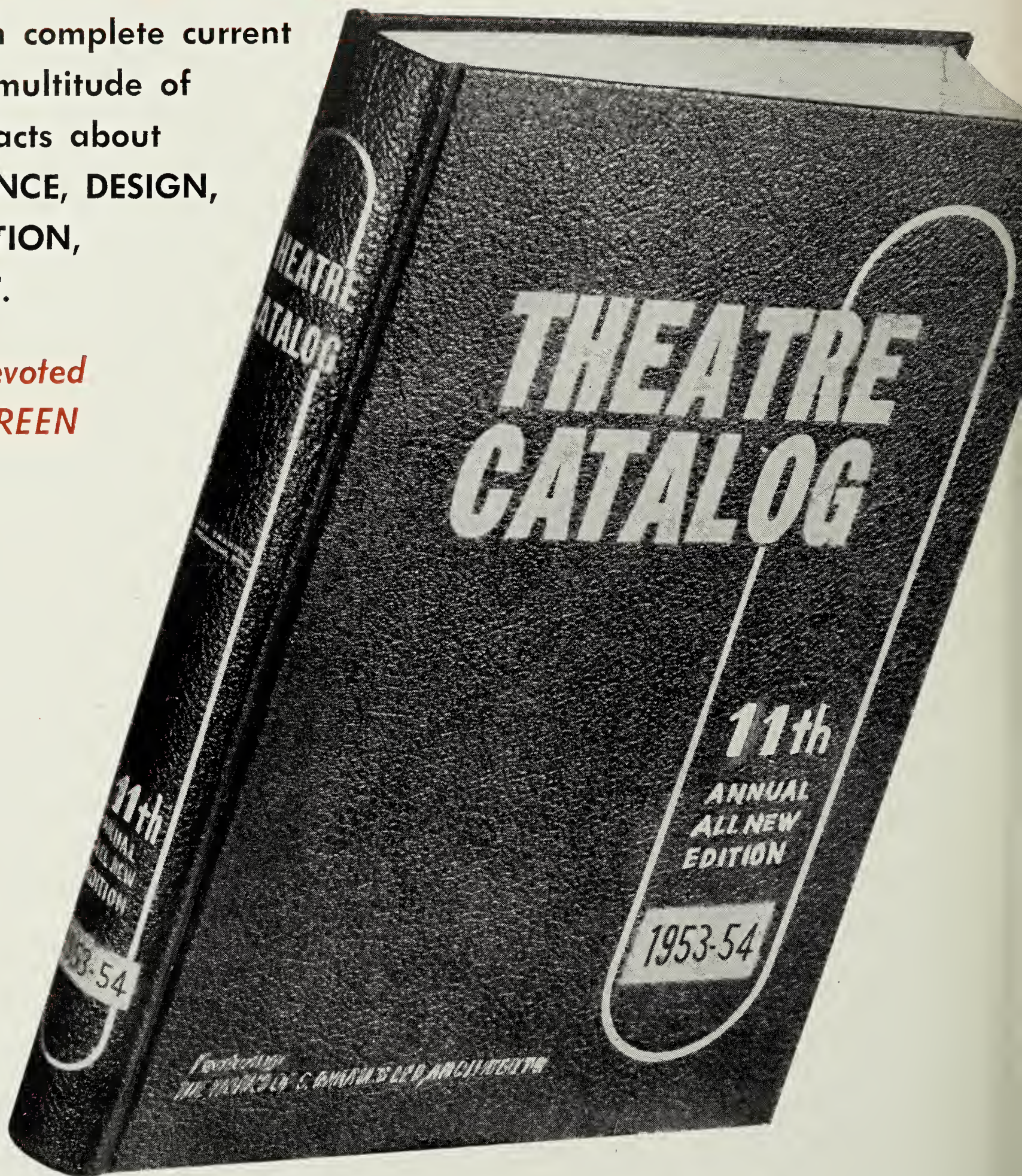
REALIART
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Pittsburgh—J. Wayne, M. Deitrich (Reissue)
Gung Ho—R. Scott, R. Mitchell (Reissue)
Green Hell—D. Fairbanks, Jr., J. Bennett (Reissue)

REALIART
Oct.—Eagle Squadron—R. Stack, D. Barrymore (Reissue)
Keep 'Em Flying—Abbott and Costello (Reissue)
Buck Privates—Abbott and Costello (Reissue)

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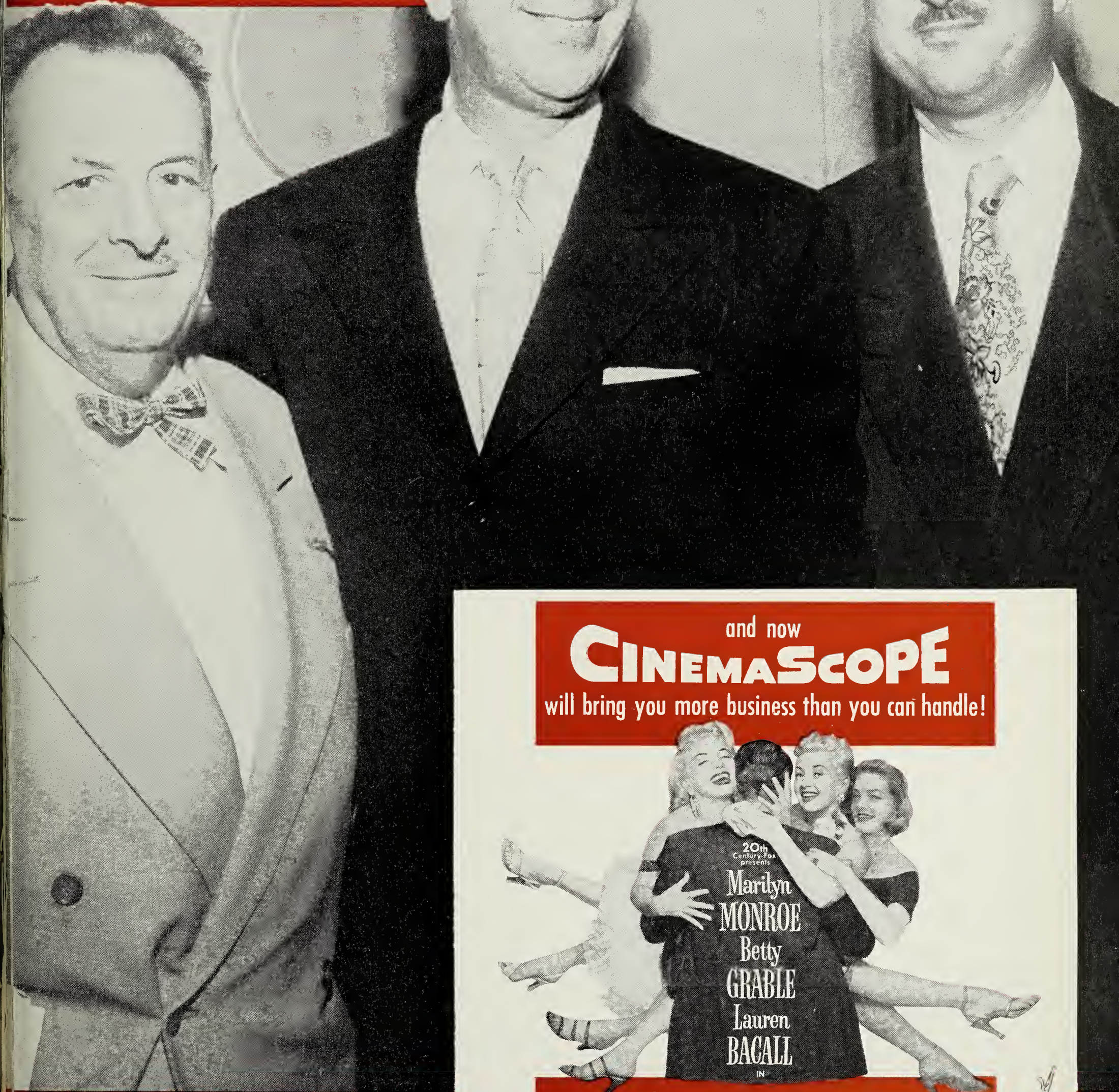
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Page 50 Number 26
Two Sections: Section One

OCTOBER 28, 1953

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on Broadway!



(Tech.—Leslie Caron, Mel Ferrer, Jean Pierre Aumont)

BOOTH

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"THE ACTRESS"

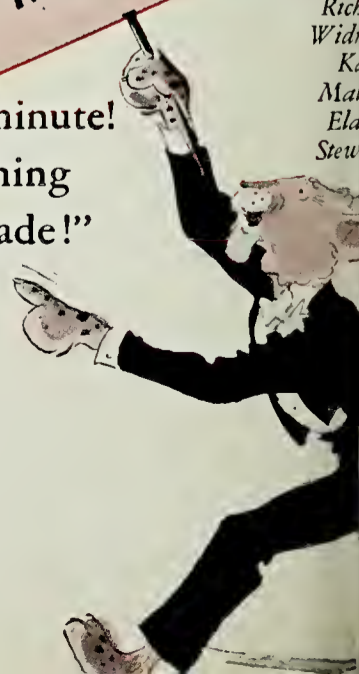


(Spencer Tracy, Jean Simmons, Teresa Wright)

"TAKE THE HIGH GROUND!"
Coming
MAYFAIR

(Ansko Rich Wid. Ka. Mal. Ela. Stew.)

"Just a minute!
I'm joining
the Parade!"



THE BROADWAY PARADE IS VERY M-G-M-M-M!

THE COMING INDUSTRY EVENT IS M-G-M's FIRST CINEMASCOPE PRODUCTION "KNIGHTS OF THE ROUND TABLE" (Technicolor)



THEATREMEN worried about TV competition were probably interested in a European development where the Belgian government, which controls telecasting, in a deal with the Belgian film folk agreed not to show any TV on Saturday or Sunday. The film people then made available some pictures for showing on TV on other days.



AT LEAST one major distributor has a clause in its contract about the percentage on 3-D glasses. Theatres have been selling the glasses from 10 cents up to 25 cents, with the distributor not getting any part of the difference between the 10 cent cost and the higher price charged. The clause seeks to "correct" that situation.



A CHURCH committee studying the results of summer drive-in church services in an eastern city came to the conclusion that not only was it successful, but that it did not interfere with the regular church services.



LATEST note in the exploitation field includes a "Tarzan" calling contest, with the youngster emulating the "Tarzan" voice best getting free popcorn and a pass.



THE FRENCH have ordered the end of the ban on dual bills, in effect since the end of the war. In this country, it's a problem to get enough pictures to keep houses open, let alone dual them.

—H. M. M.

I N D E X

VOLUME 50, NUMBER 26 OCTOBER 28, 1953

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THE COVER PHOTO

Dore Schary, MGM production chief, in Houston, Tex., for the premiere of "Take the High Ground," meets Vic Barraco, Bellaire, Houston, Tex., and Sonny Martini, Martini, Galveston, Tex.

EXHIBITOR

VOLUME 50, NUMBER 26



OCTOBER 28, 1953

The Matter Of Clearance

CURRENT headlines being given to 3-D, wide-screen, CinemaScope, and the like have shifted attention from trade legal matters, but the records show that there has been no decrease in law suits filed by exhibitors against distributors.

EXAMINATION of the court actions proves that clearance dissatisfaction is behind many of the controversies.

BREAKING DOWN restrictions on clearance seems to be a combination of the consent decrees, the reluctance of the distributors to hold the lines against crumbling clearance lines, and the fervor with which exhibitors desire to better their positions, regardless of what happens in the final results.

EXCESSIVE clearance used to be the industry's No. 1 problem. Now the reverse is true. Unfortunately, there are no statistics to prove what many believe, that cutting down clearance isn't profiting the distributor, nor is it giving the exhibitor a utopia in every case.

THERE HAVE BEEN, and always will be, cases where the exhibitor has suffered because he has been forced to run so late after the preceding theatre. Changes in these situations became a must, but the speed with which subsequent runs, in the bigger cities for example, moved up their runs is decried by observers who believe that the industry is being hurt by such developments.

IN ONE eastern city, where there used to be a dozen 28-day subsequent runs following the first-run, 40 or more now can participate on 28-days, having moved up from the 35, 42, and even 49-day brackets.

THE RESULT finds a fast playoff at a higher price level without regard for the customers who can only afford to pay lesser admissions.

AND THE QUESTION unanswered is this: In making a faster buck, are the distributor and exhibitor alienating the public and eventually biting off their own noses?

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonamaker and Mel Konec-off, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.

Off to A Flying Start!



SABRE JET

The Thundering
of Uncle Sam
"Flying Bullet"
... and Their Work

IN COLOR
by Color Corp. of America

CLEVELAND*

**KICKS OFF SATURATION REGIONAL BOOKING
HUNDREDS OF ENGAGEMENTS ZOOMING IN!**

**THEN WATCH THESE KEY CITY DATES COMING UP:
LOS ANGELES (Loyola, Uptown, Iris, Los Angeles); PORTLAND, ORE.
(Liberty); SAN FRANCISCO (United Artists); MILWAUKEE (Palace);
DETROIT (Broadway-Capitol); NEW YORK (Criterion).**

*Gala opening with coast-to-coast television, radio and press coverage!



starring **ROBERT STACK** **COLEEN GRAY** **RICHARD ARLEN** **JULIE BISHOP** **LEON AMES**
with **Amanda BLAKE** · **Reed SHERMAN** · **Michael MOORE** · **Lucille KNOCH** · **Produced by Carl Krueger** · **Directed by Louis King** · **Screenplay**
by **Dale Eunson and Katherine Albert** · **Story by Carl Krueger** · **Music Composed and Conducted by Herschel Burke Gilbert** · **Associate Producer Henry Spitz**

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THE FIRST NATIONAL BANK, HOUSTON, TEX., WELCOMES DORE SCHARY AND HIS PARTY, IN ON BEHALF OF MGM'S "TAKE THE HIGH GROUND."

MGM Takes To The Field In Its Promotion

"Mogambo" And "Take The High Ground" Lead The Company's New Season Merchandising Planning



Mayor Protom M. M. McKnight, Fort Worth, Tex., presents Schary, MGM production head, with a 10-gallon hat on his arrival in the metropolis.

MORE and more, producers are realizing that nothing is more effective in selling their films than field trips, visits to exhibitors, and personal appearances before a public hungry for entertainment. Video, radio, newspapers—all are still vital in any promotion campaign, but the personal touch has been added, and boxoffice receipts have risen in response.

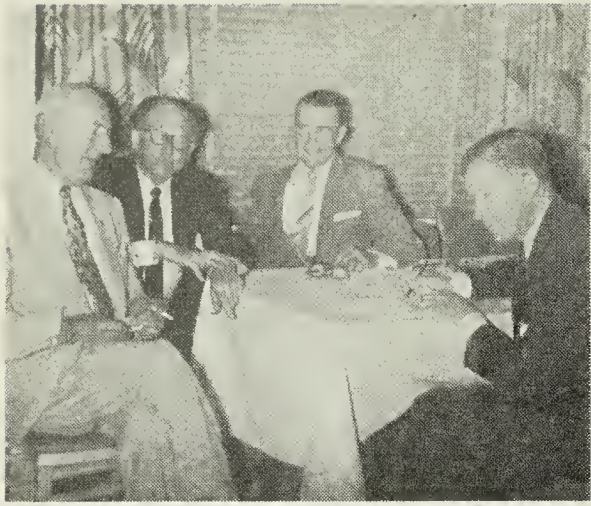
MGM recently had its sales force congregate on the coast to "See For Yourself" its new productions. Now the task remains to prove their worth to the public and the rest of the industry.

Two of the biggest films on the company's 1953-54 schedule, already in release as part of the "Lucky Seven" campaign, are "Take The High Ground," Ansco Color production starring Richard Widmark, Karl Malden, and Elaine Stewart, and "Mogambo," Technicolor African adventure starring Clark Gable, Ava Gardner,

and Grace Kelly, backed by extensive advertising campaigns via all available media.

Dore Schary, MGM production chief, led the stars of the film into Texas for appearances in conjunction with the five-city premiere of "Take The High Ground." Widmark, Miss Stewart, George Murphy, and other celebrities drew huge crowds to premieres in Fort Worth, San Antonio, Houston, Dallas, and El Paso and got the film off to a flying start. In addition, the glamorous Miss Stewart made a 15-city swing for the picture, garnering plenty of newspaper and other coverage.

Frank "Bunny" Allen, famed "white hunter," who led the MGM African safari during the filming of "Mogambo," highlighted promotion efforts for that film. As part of his 15-city tour, he lectured to hunting groups, was interviewed via radio, TV, and newspapers, and attended openings of the film all over the country.



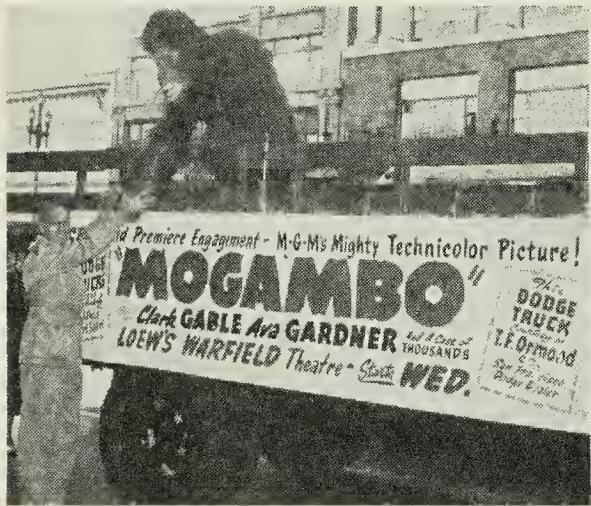
Seen are Chris Fox, El Paso, Tex., civic figure; William O'Donnell, district manager, Interstate Theatres; Raymond Willie, Sr., assistant general manager, Interstate; and George Murphy, one of the celebrities in to promote the premiere of "Take the High Ground" in several Texas cities.



Present at an informal meeting prior to the San Antonio, Tex., premiere are, standing, Jack Chalman, Interstate; Schary; and Murphy, and, seated, Frank Starz, Interstate; Elaine Stewart, starring in "Take the High Ground," and Willie. The big premiere was held at the Majestic.



Phillip Isley, Isley Theatres, Texas and California, and father of actress Jennifer Jones, presents Schary with another western chapeau as Bob O'Donnell, Interstate, and John S. Allen, MGM southwestern sales manager, look on during the goings-on at the San Antonio premiere.



Frank "Bunny" Allen, famed "white hunter," is seen with a gorilla and a safari ballyhoo for MGM's "Mogambo" as the truck and natives parade San Francisco's streets prior to opening.



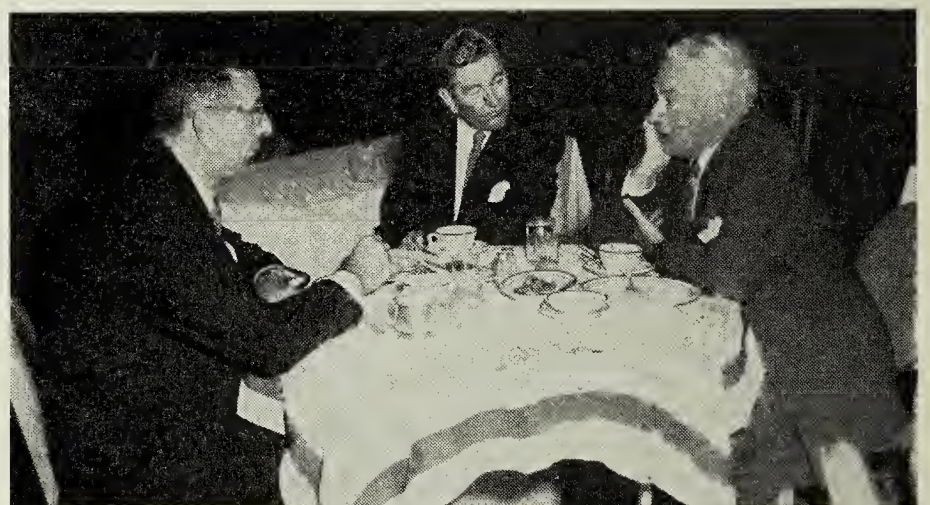
J. Ralph Granera, representative for Mayor John B. Hynes, greets Allen and his wife upon their arrival in Boston on the first stop in their 15-city tour. Allen guided MGM's "Mogambo" safari.



Miss Stewart is greeted in Washington, D. C., by MGM's Thomas Baldrige; Miss Frances Lane, escort for the star of "Take the High Ground"; and Jack Fox, Loew's Theatres. The visit clicked.



Miss Stewart, who arrived for promotion work in St. Louis during the American Legion convention, is seen here with the Maryland delegation, which voted her the sweetheart of its unit. She led the Legion parade.



Schary, Allen, and O'Donnell combine breakfast with a conference on plans for the Dallas premiere of "Take the High Ground." A giant army parade featured the festivities, including tanks and a band, among other displays.



Seen at a Boston press conference for "Mogambo" are, left to right, Mrs. Allen; Olive Tinder, Providence, R. I.; Hal Cail, Portland, Me.; Don Messinger, Boston; Marjory Adams, Boston; Peggy Doyle, Boston; Mary Sullivan, Boston; and Alta Maloney, Boston, all interested in Allen's stories.



One army job that was welcomed by Colonel Arthur C. Timbol, special service officer, Fifth Army, and a special squad of military police was welcoming Miss Stewart, starring with Richard Widmark in "Take the High Ground," to Chicago, where the actress ballyhooed the premiere.

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Deaths

Henry Herzbrun, former Paramount executive, dies (page 7).

Charles E. "Chick" Lewis, veteran trade paper publisher, passes (page 11).

Fred Ahlert, former ASCAP president, is mourned (page 22).

Distribution

United Artists launches a 35th anniversary drive (page 18).

Exhibition

Plans are completed for the Nov. 1-5 Chicago convention of the Theatre Owners of America (page 10).

COMPO sets a Dec. 1 deadline on getting pledges of legislators to support a new anti-tax measure (page 11).

Illinois Allied takes steps to study the new processes (page 21).

Financial

A drop in profits is reported by American Broadcasting-Paramount Theatres (page 18).

Columbia shows an increase in its profits (page 19).

International

TV is on the increase in Canada, a survey shows (page 14).

The French government ends its ban on dual bills (page 21).

Legal

The statute of limitations in anti-trust suits is affected by a judge's decision (page 20).

The Philadelphia NSS case is delayed until Nov. 9 (page 20).

Mel Konecuff

United Artists' deal with I. S. Lopert, a meeting for the Will Rogers Memorial Hospital, and other items are covered (page 7).

Organizations

The Variety Clubs International sets its plans for the Nov. 20-21 meeting in Washington (page 10).

Production

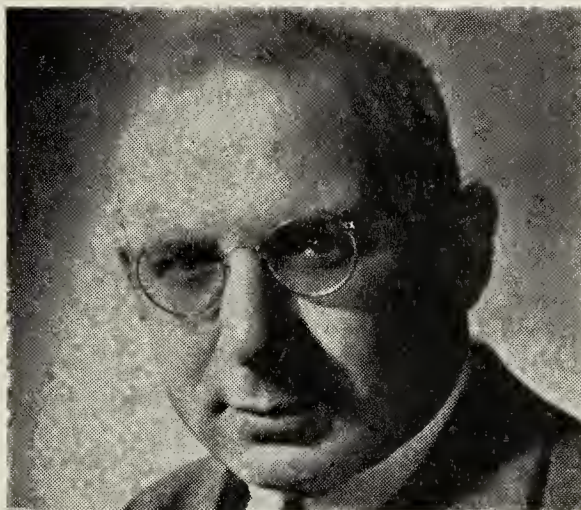
Warners reveals that it will use the CinemaScope process (page 16).

Technical

The C. S. Perkins district leads the Altec drive (page 16).

"Panaphonic" sound is demonstrated in New York City (page 19).

Ampex stereo sound is shown in the Rivoli, New York City (page 20).



Leon Goldberg, long-time motion picture financial expert, was recently elected UA vice-president in charge of finance by the board of directors.

Holdovers Set Pace In Broadway Grosses

NEW YORK—Business was slow on Broadway over the weekend with holdovers at the Capitol, State, Rivoli, and Criterion leading the way. "The Robe" at the Roxy continued strong, but other houses did not fare as well.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE ROBE" (20th-Fox). Roxy reported that this CinemaScope attraction grossed \$95,198 for Thursday through Sunday, with the sixth week heading for \$140,000.

"SO BIG" (WB). Paramount, with stage show, claimed \$57,000 for the opening week.

"MOGAMBO" (MGM). Radio City Music Hall reported that this feature, with stage show, grossed \$81,000 for Thursday through Sunday, with the fourth week expected to reach \$120,000.

"THE BIG HEAT" (Col.). Criterion claimed second week would hit \$17,500.

"LITTLE BOY LOST" (Para.). Rivoli reported \$28,000 for the fifth week.

"CITY OF BAD MEN" (20th-Fox). Globe announced \$9,500 for the first week.

"THE CADDY" (Para.). Mayfair was looking toward \$12,000 for the sixth, and last, week.

"MAIN STREET TO BROADWAY" (MGM). Astor expected the second week to hit \$10,000.

"TORCH SONG" (MGM). Loew's State reported a second week tally of \$35,000.

"FROM HERE TO ETERNITY" (Col.). Capitol was certain to reach \$49,000 for the 12th week.

"THE MOON IS BLUE" (UA). Victoria reported that the 16th week would reach \$15,000.

Silverman Heads Tent 13

PHILADELPHIA—Norman Silverman, Republic branch manager, was last week elected Chief Barker, Tent 13, Variety Clubs International.

Others chosen were Louis Goffman, attorney, First Assistant; Maxwell Gillis, Allied Artists branch head, Second Assistant; George Beattie, William Goldman Theatres executive, Dough Guy; and Mickey Lewis, National Theatre Supply, Property Master.

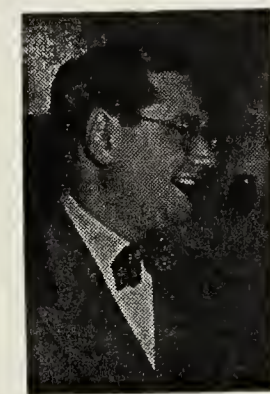
Henry Herzbrun Mourned

HOLLYWOOD—Funeral services were held last week in Beverly Hills, Cal., for Henry Herzbrun, 68, well-known attorney and former Paramount general manager of production and vice-president.

New York News Letter

— By Mel Konecuff —

UNITED ARTISTS is adding still more films to its ever-growing list of releases, it was revealed at a press conference last week. UA prexy Arthur Krim and Ilya E.



KONECOFF

Lopert, president, Lopert Films Distributing Corporation, have revealed that the company was to release five films formerly handled by Lopert: "Gilbert And Sullivan," "The Captain's Paradise," "The Man Between," "Fan Fan The Tulip," and "Night Beauties," the latter two being two French comedies.

This deal will permit Lopert to concentrate on production in which he will embark in partnership with Robert Dowling, City Investment Company, with the pictures to be made to be distributed through UA. The deal calls for two top films to be made annually for an unspecified number of years.

Lopert leaves for Europe soon, and will probably be away a year working on "Time Of The Cuckoo," which will be filmed in Venice, while "Beauty And The Beast," to be written by S. N. Behrman, will be produced in England. Talks are presently being conducted with top talent for the comedies with music, which will be in Technicolor, with both being budgeted at over a million apiece. Lopert, who has an interest in three theatres, is seeking to dispose of them to devote all of his future efforts to production, although he will supervise the distribution of the five properties to be handled by UA.

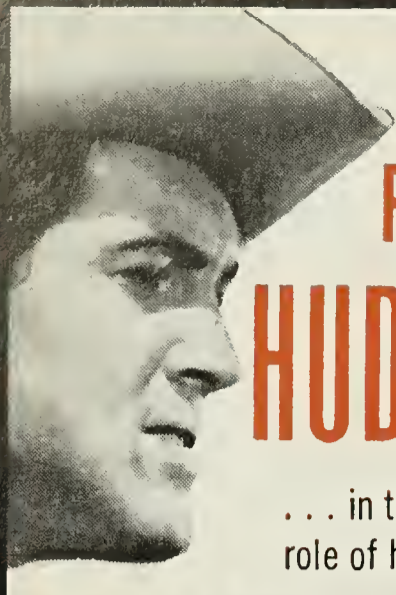
Krim also reported that the acceptance of the two French films for distribution constitutes more or less a test of what can be done by an American distributor with top foreign product, and should this work out well it could mean that UA will be in the market for a limited number of foreign language entries. He, too, leaves for Europe shortly.

AN INDUSTRY MATTER: Officials of the Variety Clubs International-Will Rogers Memorial Hospital have formulated plans to inform the industry of campaigns to keep the organization functioning. Support of trade press editors and publishers was asked at a luncheon hosted by Charles Einfeld and Al Lichtman, 20th-Fox.

Abe Montague, hospital prexy, paid tribute to the trade press for its help in informing the industry of the organiza-

(Continued on page 19)

SCALING NEW HEIGHTS



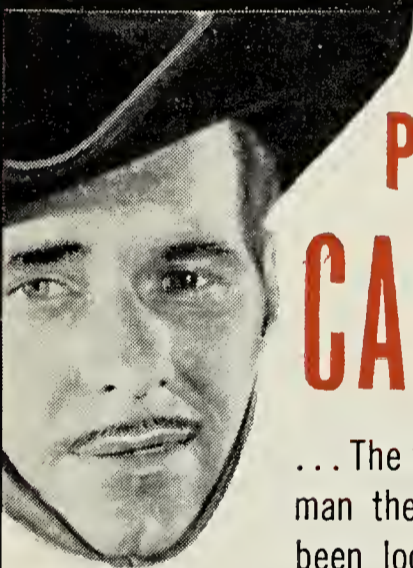
**ROCK
HUDSON**

... in the biggest
role of his career!



**DONNA
REED**

... that "From Here
To Eternity" girl!



**PHIL
CAREY**

... The new thrill-
man the screen's
been looking for!



**ROBERTA
HAYNES**

... Gary Cooper's
"Paradise" girl
in a new role!

GUN

FURY

COLUMBIA PICTURES
presents

GUN FURY

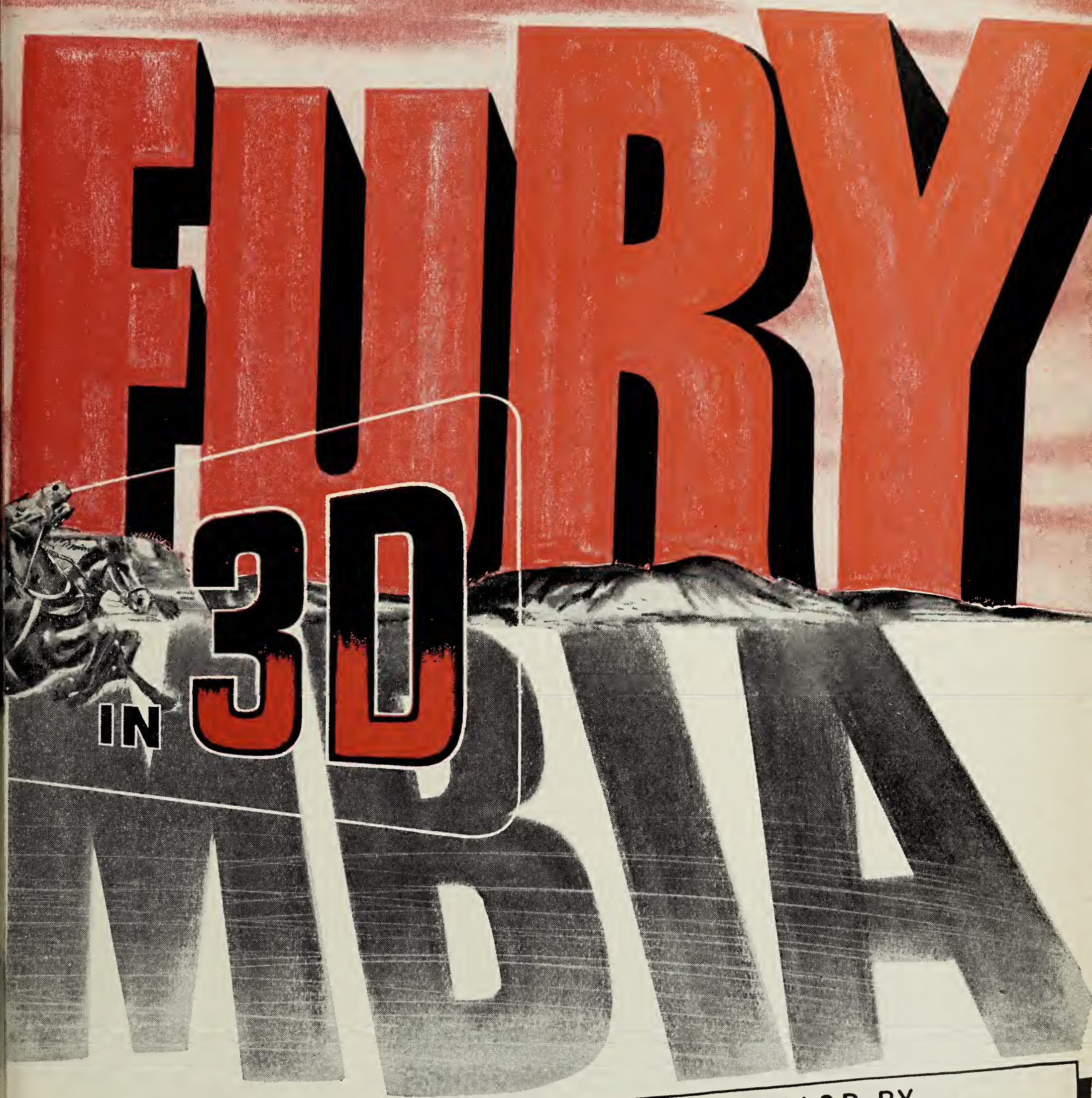
Screen Play by **IRVING WALLACE** and **ROY HUGGINS** • Based upon the novel, "Ten Against Caesar" by K. R.

IN OUTDOOR ADVENTURE!

FLYBY

IN 3D

WILD



ROCK DONNA PHIL ROBERTA
HUDSON · REED · CAREY · HAYNES

LEWIS J. RACHMIL • Directed by RAOUL WALSH

COLOR BY

TTechnicolor'

TOA Chicago Convention Looms As Best

Banner Attendance Expected At Conrad Hilton Hotel; TESMA-TEDA Trade Show And Meeting Also Scheduled

CHICAGO—What is expected to be the greatest convention in the history of the Theatre Owners of America opens on Nov. 1 at the Conrad Hilton Hotel, continuing through Nov. 5.

The meeting, which will attract theatre-men from all parts of the country, is being held in connection with the TESMA-TEDA trade show.

George Jessel will be master of ceremonies at the annual banquet on Nov. 5, and at the same time will broadcast his weekly ABC radio show, "George Jessel Salutes," with Paul Whiteman and his orchestra.

General James A. Van Fleet will be the principal speaker.

Attending the banquet, in addition to members of TOA, will be members of the Theatre Equipment and Supply Manufacturers Association and of the Theatre Equipment Dealers Association.

The Jessel show each week salutes a prominent organization of the nation. On the night of the banquet, the Theatre Owners of America will be saluted not only for presenting the greatest mass media of entertainment, but also for its many years of service in behalf of the welfare of local communities and of the nation.

Details of the Theatre Equipment and Supply Manufacturers Association and the Theatre Owners of America theatre equipment and new processes forum on Nov. 4 were announced by a special TESMA committee and TOA officials. There will be a minimum of speeches, but the speakers chosen are among the best known in the theatre equipment and exhibition fields.

D. E. Hyndman, Eastman Kodak, has been selected as moderator, and he will be introduced by E. D. Martin, Martin Theatres, Columbus, Ga. The keynote speaker will be Robert J. O'Donnell, Interstate Circuit, Dallas.

Herbert Barnett, president, Society of Motion Picture and Television Engineers,



The agreement covering the distribution by Republic of the Hall Bartlett production, "Crazy-legs," was signed recently in New York by C. Bruce Newbery, Republic director of sales, and George Schaefer, representing the producer. Standing is Joseph E. McMahon, Republic counsel.

will give a short talk, and R. H. Heacock, RCA, will present a short resume of the historical aspects of the various processes.

The panel will include J. Robert Hoff, president, TESMA; Ray Colvin, executive director, TEDA; Walter Green, National Theatre Supply; R. Kriebel, general sales manager, Polaroid Corporation; J. R. Johnstone, sales manager, National Carbon Company; J. F. O'Brien, assistant vice-president, RCA; E. O. Wilschke, Altec Lansing Company; L. E. Pope, Fox Midwest; J. C. Skinner, Interstate Circuit, Dallas; Dick Orear, Commonwealth Theatres, Inc.; and to answer particular questions on new processes, Herbert Barnett, for Cinerama; Edward Lachman, for Nord; Earl Sponable, for CinemaScope; and M. L. Gunsburg, for Natural Vision.

There also will be representatives from Moropticon, Todd-AO, and other processes.

Chairmen of business sessions and toastmasters for convention luncheons were announced by David Wallerstein, convention chairman.

Nov. 1, 1.30 p. m., concessions committee meetings, Abe Z. Bloom, TOA concessions committee chairman; 8 p. m., executive committee meeting, Walter Reade, Jr., executive vice-president; Nov. 2, 2 p. m., the theatre concessions forum, Bloom; 4 p. m., open board of directors meeting,

VCI Mid-Winter Plans Are Revealed

WASHINGTON, D. C.—The mid-winter meeting of Variety Clubs International on Nov. 20 and 21 at the Statler Hotel, to be hosted by Tent 11, Washington, will feature the presentation of Variety Clubs' Humanitarian Award to Dr. Selman A. Waksman, it was learned last week. To Jane Froman will go the Washington tent's award for the personality of the year in show business.

International Chief Barker Jack Beresin appointed Nathan D. Golden, head, motion picture division, Business and Defense Services, Department of Commerce, and chairman, VCI Heart Committee, chairman of the meeting.

The committee in charge of arrangements to receive the delegates of 42 tents will consist of Jack Fruchtman, Orville Crouch, Morton Gerber, and Jake Flax, all of Tent 11.

Plans for Christmas fund collections for the Will Rogers Memorial Hospital will be discussed, and Beresin will report on his trip abroad and the progress being made in opening additional tents in Europe. The meeting will conclude with a dinner dance, at which time the awards will be made.

The public relations office of the College of Steubenville, Steubenville, O., announced that Variety Clubs International has been selected as the 1953 recipient of the Poverello Medal, the highest non-academic award made by the college. The Poverello Medal is named in honor of St. Francis of Assisi, patron of the College of Steubenville. This year's Poverello Medal will be awarded to Variety Clubs International for assistance and contributions to civic and charitable movements and for their countless humanitarian activities designed to alleviate the misfortunes that befall the underprivileged child.

The presentation will take place on Dec. 6 at the college's annual Founders Day dinner in the ballroom of the Fort Steuben Hotel, Steubenville. Variety Clubs International is the fifth recipient of the Poverello Medal.



Variety Clubs International Chief Barker Jack Beresin recently visited London and met the men of Tent 36. Seen, left to right front row, are C. J. Latta, International European representative and former Chief Barker, Tent 36; D. J. Goodlatte, Chief Barker; Beresin; and Sir David Griffiths, ex-Chief Barker. In the back row are J. H. McDonald, J. Andrew Neatrou, D. Pearl, N. Cohen, A. Watkins, N. Harrington, J. Carreras, J. Harding, and B. Henry. Following his appearance, Beresin continued on.

Charles P. Skouras, chairman of the board; Nov. 3, 10 a. m., industry discussions session, John Balaban, honorary convention chairman, and Wallerstein, convention chairman; 12.30 p. m., luncheon, Roy Cooper; 2 p. m., industry discussions session, Alfred Starr, TOA president; Nov. 4, 10 a. m., industry discussions session, S. H. Fabian and Mitchell Wolfson; 12.30 p. m., luncheon, Nat Williams; 2 p. m., industry discussions session, E. D. Martin; Nov. 5, 10 a. m., industry discussions session, H. H. "Heck" Everett; 12.30 p. m., luncheon, Tom Edwards; 2 p. m., industry discussions session, Joseph Rosenfield.

All major motion picture companies will have exhibits on current and future product at the convention and trade show. The exhibits will be situated in the foyers
(Continued on page 21)

COMPO Sets Dec. 1 Pledge Target Date

Charles E. Lewis

The untimely death of Charles E. "Chick" Lewis removes from the industry scene a fine gentleman, a worthy member of the trade paper field, a devoted husband and father, and a personal friend.

There has been few industryites who have given so unselfishly of time and energy to charitable enterprises. Currently the Will Rogers Memorial Hospital attests to that, a monument to his hard work and to his administrative ability.

But above all we have lost a friend, a valued member of the industry.

During the past several months, it was my distinct privilege to really evaluate "Chick," and to spend many hours with him. Only the day before his passing, I had lunch with him, later spending several hours with him. Looking back over that period, I now realize fully why he had so many close friends and true admirers.

"Chick" Lewis will be missed, but will never be forgotten. His activity for the Variety Clubs International, the Theatre Owners of America, particularly for the forthcoming convention, and the Will Rogers Memorial Hospital stands as a solid page in the book of recollections.

To those who feel as I do, there is one positive recommendation I can make if they wish to send a remembrance or pay tribute to "Chick." He wouldn't have cared too much about flowers, but a generous donation to the Will Rogers Memorial Hospital, or a really all-out effort for its Christmas Fund "Salute," would make him smile. I'm sure that is the way he wanted it!

With bowed head, we mourn his passing.

JAY EMANUEL.

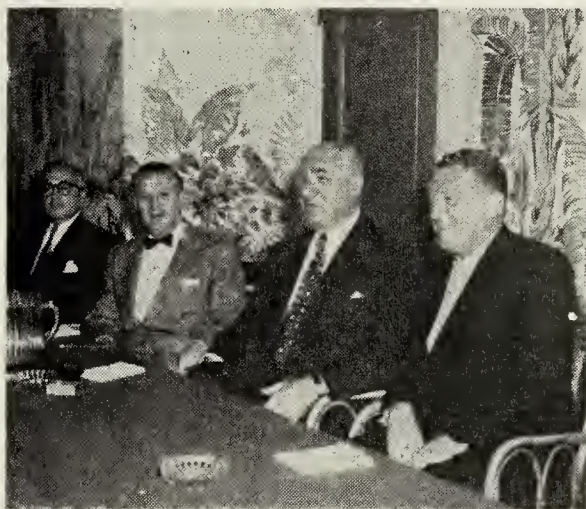
Monogram Salaries Revealed

HOLLYWOOD—A proxy statement, issued last week in connection with the annual meeting of Monogram Pictures stockholders, on Nov. 12 at the home office, stated that aggregate compensation of directors and officers in the year ended on June 27 was \$419,923.

Individual amounts paid are W. Ray Johnston, chairman, \$35,441; Steve Broidy, president, \$92,538; George D. Burrows, executive vice-president and treasurer, \$25,555; Harold J. Mirisch, vice-president, \$48,580; Norton V. Ritchey, vice-president, \$37,490; G. Ralph Branton, vice-president, \$48,580; and Edward Morey, vice-president, \$37,490.

All officers and directors listed above, in addition to Arthur C. Bromberg, Herman Rifkin, and Howard Stubbins, are candidates for reelection.

Stockholders will be asked to vote on a proposal to change the company's name to Allied Artists Pictures Corporation and to amend the certificate of incorporation to increase the authorized shares of \$1 common stock from 1,000,000 to 1,500,000.



Warner executives on the dais at the recent Chicago sales meet are, left to right, Samuel Schneider, vice-president; Ben Kalmenson, vice-president in charge of distribution, who presided; Major Albert Warner, vice-president; and Mort Blumenstock, vice-president in charge of advertising and publicity, in from the coast.

Trade Mourns Death Of Charles E. Lewis

NEW YORK—The trade last week mourned the sudden passing of Charles E. "Chick" Lewis, editor-in-chief and publisher, Showmen's Trade Review, at his home in Scarsdale, N. Y., following a heart attack.

Stricken at home, he passed away while being driven in an auto to the hospital.

The deceased, who was 57, has a record of accomplishment within the industry in addition to his trade paper activity.

His experience also covered distribution and exhibition, and, in addition, he was one of the leaders in the direction of the Will Rogers Memorial Hospital, Saranac Lake, N. Y. At the time of his death, he had been completing plans in connection with the forthcoming TOA convention in Chicago.

In previous years, he had furthered the progress of Variety Clubs International and had long been associated with other industry endeavors. He was also a member of the Motion Picture Pioneers.

The deceased is survived by his wife, two children, a sister, and a brother.

The industry paid its last respects to him at services held at Riverside Memorial Chapel.

Wisconsin Motions Overruled

WAUSAU, Wis.—A series of motions by the exhibitor-defendants attacking the complaints in percentage actions brought by six distributors were all overruled by U. S. Judge Patrick T. Stone in federal court last week. Actions naming the Hollywood and Stardusk Highway Drive-In, Eau Claire, Wis., and the Stardusk Drive-In, Superior, Wis., were brought by Columbia, Warners, Loew's, 20th-Fox, U-I, and RKO against Sheldon M. Grengs, Stardusk Theatres, Inc., and Tower Theatres, Inc.

David Shearer and David H. Preus, of the Minneapolis law firm of Shearer, Byard, Trogner, and Peters, represented the distributors, with Sargoy and Stein, New York, of counsel.

Legislators' Support Being Sought By Trade; Individual Talks Urged By Leaders; Planning Due To Follow

NEW YORK—December 1 is the target date for obtaining pledges of support from Congressmen and Senators in the industry's new campaign for elimination of the federal 20 per cent admission tax, it was revealed last week by COMPO.

In response to a letter issued by Colonel H. A. Cole and Pat McGee, co-chairmen, National Tax Repeal Campaign Committee, urging immediate action in the tax repeal drive, several state committee chairmen have already reported the names of several Senators and Congressmen who have renewed their pledges to vote for repeal of the tax. State and Congressional District Committees were requested by Cole and McGee to report on the progress of their pledge seeking activities by the end of this week.

"The present Washington situation," the letter from Cole and McGee stated, "makes it imperative that we push ahead immediately with our Congressional contacts so that we will know how they stand now."

"Our deadline is Dec. 1. We must know by that date what our strength is so that our plans may be set for the opening of Congress."

The letter pointed out that contacts with Congressmen and Senators should be made preferably by a delegation at a meeting, that each Senator and Congressman should be contacted individually, and that COMPO should be kept advised of progress.

Monroney Advises Oklahoma Exhibitors

OKLAHOMA CITY—Senator A. S. Mike Monroney, Democrat, Okla., told 80 exhibitors at a Theatre Owners of Oklahoma luncheon in his honor last week that the film industry should not tie in with other groups if it expects its next drive for tax relief to be successful.

"You are in definitely serious trouble if you get in on a package with the manufacturers' excise tax," he said, "because it would wreck our economy. If the proposed 10 per cent manufacturers' excise tax were put into effect, it would be 14 to 16 per cent at the retail level. Such a tax would really empty the theatre seats."

The Senator also advised the industry to convince Secretary Humphrey of the Treasury of the merits of the case rather than go directly to President Eisenhower.

Morris Loewenstein, TOO president, said another luncheon for all members of the state delegation who are available will be held in connection with the TOO convention on Dec. 7-8.

Mrs. Smith Mourned

GLOVERSVILLE, N. Y.—Mrs. Anna Lynch Smith, sister of George Lynch, chief film buyer, Schine Circuit, Inc., died on Oct. 20 in the Nathan Littauer Hospital. A high requiem mass was held at St. Mary's Church.

CASH REWARDS ARE TREMENDOUS

AS THE BOXOFFICE DISCOVERS

LITTLE BOY LO

A PERLBERG-SEATON PRODUCTION

ALL-TIME RECORD set in Philadelphia...

ONE OF TOP GROSSERS EVER in Baltimore...

WEEK'S GROSS IN FIVE DAYS in New Orleans ...

RIGHT UP THERE WITH "STALAG 17" in St. Paul and
New Haven, as well as smaller situations
like Hazelton, Pa. and Modesta, Calif....

MATCHING RECORDS OF "COME BACK, LITTLE SHEBA"
in Buffalo, Easton, Miami and St. Louis...

HELD OVER 6 weeks New York, 6 weeks Los Angeles,
3 weeks San Francisco. Des Moines and Duluth too...

"BIG-SOCKO-BEST-SMASH!" reports Variety from
San Francisco, Cincinnati, St. Louis and Seattle...



ST

Walter Winchell
AND
Louella Parsons,

THE MAN AND WOMAN WHO SEND
MORE MEN AND WOMEN TO THE
BOXOFFICE THAN ANY OTHER OPINION-
MOULDERS, DISCOVERED IT TOO:

"The big town is flocking to Crosby's latest
movie, one of the warmest and most appeal-
ing of entertainment. Full of laughs and
tears. One you can take your kids to."

— Winchell

"Paramount has another winner. I beg you
to take your whole family to see it. This is
unquestionably the finest Crosby picture
since 'Going My Way'!"

— Parsons



STARRING

BING CROSBY

CLAUDE DAUPHIN

WITH CHRISTIAN FOURCADE
AS THE LITTLE BOY

PRODUCED BY WILLIAM PERLBERG
DIRECTED BY GEORGE SEATON

WRITTEN FOR THE SCREEN BY
GEORGE SEATON

BASED UPON THE STORY "LITTLE BOY LOST" BY MARGHANITA LASKI
NEW SONGS — LYRICS BY JOHNNY BURKE • MUSIC BY JAMES VAN HEUSEN



PARAMOUNT is the hottest company
today with this *and* **THE CADDY**
ARROWHEAD • THE WAR OF THE WORLDS
ROMAN HOLIDAY. And great ones
coming up, like **BOTANY BAY**
CEASE FIRE and **HERE COME THE GIRLS.**

The International Scene

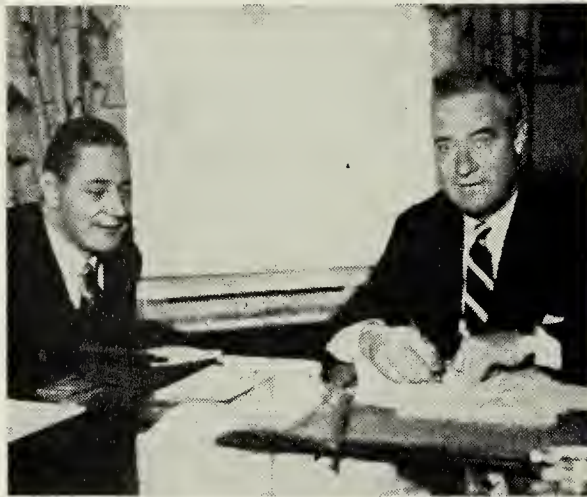
Canada

Canadian TV On The Increase

TORONTO—The growing importance of the TV field in this country is pointed up by the revelation last fortnight that the Canadian Broadcasting Corporation would act as a central procurement agency for the private stations as well as CBC-TV stations. The CBC is to do the purchasing of 50 per cent of all the feature films used by the private stations.

The buying of other feature films and all short films, including featurettes and films referred to as telepix, may be booked through the new CBC agency if the private stations so desire, or may be booked through any agency of the private stations' own choosing. Contracts with some of the distributors are said to have been signed, though there are a few distributors who are quite unhappy over the present situation, charging that under the proposed setup a monopolistic practice has been constructed. They refuse to let their names be used at this point since as one distributor put it, "we are thankful for the small crumbs we are now receiving, and we want to continue with these crumbs." An official statement on behalf of the distributors is to be issued soon.

A market for foreign-language films is being created in this country with an ever-increasing number of European persons coming to Canada. Theatres specializing in this type of film are being developed accordingly, particularly in Toronto. While this sort of operation is common among some American cities, it is not here. Toronto, the center for this new wave of immigration, has long been noted for all things English, and any deviation has usually been greeted with some approbation. However, in the center of the district into which this new population is moving in Toronto, College Street, so-named for the presence of the University of Toronto on one section, three theatres are now specializing in the showing, almost exclusively, of foreign-language films. First of these was the Studio, seating 583, operated by Lionel and Bob Lester. At first, the house showed mostly Russian films, but gradually as other foreign language films became available, they switched into Italian features, as well as German and French. Some had a general appeal to those interested in off-beat or art films, while others had a more particular appeal. Next house to take up the foreign-language policy was the Melody, being operated by the All Nations Book and Film Service, which operates a similar house in Montreal. This 450-seat house runs mainly German and Hungarian films, though in the two months that it has been operating, one French film has been shown. All Nations has a franchise for German films in Canada. Third house, the Pylon, operated by B and F Theatres, which operates a number of



Arnold M. Picker, left, United Artists vice-president in charge of foreign distribution, and Norton V. Ritchey, president, Monogram International Corporation, Allied Artists' foreign subsidiary, recently signed an agreement in New York giving UA distribution rights to AA's product in Australia.

suburban houses in Toronto, switched from its subsequent-run policy to Italian films exclusively. Along with each Italian film, the 749-seat house books an English-speaking feature. All these houses are within six blocks, and continuous-run houses, but a half mile from them, on the fringe of the downtown area, is a 1200-seat auditorium which has a series of four foreign-language films, or off-beat films, sold on a reserved seat basis. Showing of the features is on a once only basis in Eaton Auditorium, with a top of over \$1. In addition, Toronto also has three other houses specializing in the showing of unusual films, though one, the Towne Cinema, has taken on films which have mass-appeal. That leaves the International Cinema and the Savoy with the job of providing for the needs of those seeking different entertainment. The Savoy, formerly an action house, is owned by the Biltmore Theatres, while the Towne Cinema and the International Cinema are owned by Yvonne Taylor.

Guelph theatre managers led by Ted Doney organized a midnight benefit show for Variety Village with entertainers from Toronto contributing their services, and raised \$900. The show at the Royal had Monty Hall as emcee and spokesman for Variety. A feature from Columbia, "Let's



Dr. A. W. Trueman, newly-appointed commissioner, National Film Board of Canada, left, was recently greeted in Toronto, Canada, by Mrs. Ray Lewis and Harvey Harnick, Columbia.

Do It Again," rounded out the show. A similar show is being planned by Hall for Belleville.

In Toronto, Spyros P. Skouras, president 20th Century-Fox, and J. J. Fitzgibbons, president, Famous Players Canadian Theatres, co-hosted the Canadian premiere of "The Robe" at the Imperial. Joining Skouras from New York at the premiere were W. C. Gehring, executive assistant general sales manager, and Arthur Silverstone, eastern and Canadian sales manager. Peter Myers, Canadian division manager, and V. J. Beattie, Toronto exchange manager, also attended the premiere, as did top executives of Famous Players. Outstanding city and governmental leaders were also on hand, and a cocktail party for the press, radio, and other media was held for Skouras, with 40 commentators and reporters attending the affair.

In Montreal, directors of Consolidated Theatres, Limited, declared a dividend of 12 cents per share on the Class A common stock and a dividend of 10 cents per share on the Class B common stock, payable on Dec 1 to holders of record on Nov. 2.

CINE CHATTER: The Twentieth Century Theatres Managers Club is planning for the annual Variety Village benefit at the Victory, Toronto, on Nov. 15. All proceeds go to the Heart Fund of Variety Village. . . . Phil Sherman, former 20th-Fox Toronto manager, is with Audio Films. . . . Chet Friedman has taken over the position of publicity representative in Canada for MGM. . . . Variety Club steward George Milton leaves to become a customers' man for a stock broker. . . Stanley Holloway, here for appearances in connection with the Canada Savings Bond Drive, was the subject of interviews and the centre of parties arranged by JARO. . . . Charles Chaplin, UA general manager in Canada, heads the Red Feather Drive in the industry. . . . Chief of National Film Board's Commercial Division is Wilf Jobbins, with the agency for the past five years. . . . Speaker to the Empire Club in Toronto on Nov. 26 will be John Davis, JARO. . . . Larry Graburn, advertising and publicity chief, Odeon Theatres, was on a survey to the Canadian west. . . . Dan Krendal is again looking for customers for Variety Club Christmas cards, which are now ready. . . . Elliott Brown, Odeon, Vancouver, was given special commendation for his entry in JARO's International Showmanship Contest. . . . The story of cotton is told in a new film produced by Crawley Films. . . . Jack Chisholm and an Associated Screen News crew shot the introduction to a new Walter Wanger prison picture at the convention of the American Prison Association in Toronto. . . . The Ben Norrish testimonial dinner has been postponed until January. . . . A number of holdups at various theatres in Toronto has managers biting their nails, though police captured the thugs responsible. . . . Stan Helleur, head, publicity and promotion division, National Film Board, sold his home in Toronto and moved his residence to Ottawa.

—HARRY ALLEN, JR.

(Continued on page 21)

ONE OF THE BEST
DETECTIVE
STORIES
EVER
WRITTEN

Agatha Christie

*A
Woman's
KISS
that
Killed!*

"A MASTERPIECE"
says EDGAR WALLACE.

HERBERT J. YATES

presents

TRENT'S LAST CASE

MICHAEL

MARGARET

starring

ORSON

JOHN

WILDING · LOCKWOOD · WELLES with McCALLUM · MILES MALLESON

Screen play by PAMELA BOWER • Based on a story by E. C. BENTLEY

Produced and Directed by HERBERT WILCOX • A REPUBLIC PRODUCTION

This Was The Week When

The board of directors of the General Federation of Women's Clubs called for the re-release of "The Best Years Of Our Lives." . . . U-I broke ground for a new two-story building on the west coast to house studio advertising and promotion departments. . . . Paramount branch managers' meetings were conducted by division managers following the home office sessions in New York.

Bernard Luber and William M. Pizor revealed that "Queen Of Sheba" would be presented at the Astor, New York City, with no releasing deal as yet set. . . . 20th-Fox set a five-minute concert prologue, with a special performance of the 20th Century-Fox Symphony Orchestra under the direction of Alfred Newman, to lead into the start of "How To Marry A Millionaire," in CinemaScope. . . . Helen Winston started a nationwide tour on behalf of Paramount's "Botany Bay."

20th-Fox announced that Jack Silverthorne, manager, Hippodrome, Cleveland, was the winner of its "The Thief Of Venice" showmanship contest. . . . The Protestant Motion Picture Council and The Christian Herald named 20th-Fox's "The Robe" as the "Picture-of-the-Month" for December. . . . E. O. Wilschke, operating manager, revealed that the technical presentation supervision of the world dual-premiere of "How To Marry A Millionaire" in New York City would be handled by Altec. . . . MGM announced that "Knights Of The Round Table," in CinemaScope, would be ready for Christmas release with "Rose Marie," also in CinemaScope, ready after Jan. 1. . . . Paramount received the 1953 Golden Teapot Award of the Tea Association of the U. S. A. for having produced "Elephant Walk."

Warners' "Calamity Jane" bowed in the Upper Midwest territory with twin-city premieres in Minneapolis and St. Paul, Minn., and a 212-theatre saturation booking. . . . Paramount celebrated "Oscar Morgan Week," an annual event with the company, honoring the Paramount shorts subjects and newsreel sales manager.

SEC Reports Changes In Stock Ownership

WASHINGTON—Decca records reported last week to the Securities and Exchange Commission the purchase in August of an additional 23,800 shares of Universal Pictures common, bringing its total holdings to 568,375 shares. N. J. Blumberg sold 400 shares, leaving 100 shares, and Harold I. Thorp sold his entire holdings of 1,000 shares.

Charles P. Skouras bought 2,500 shares of National Theatres common for a total holding of 37,100 shares; John B. Bertero bought 400 shares increasing his holdings to 1,400 shares, and Willard Keith bought 500 shares for a total of 1,500.

Y. Frank Freeman bought 300 shares of Paramount Pictures for a total of 1,100 shares.

Jack Cohn bought 1,500 shares of Columbia common through a trust account bringing his holdings to 25,697 shares in the trust account and 42,294 in his own name.

Morey Goldstein bought 1,000 shares of Monogram common, raising his total holdings to 2,100 shares; Sam Wolf sold 1,500 shares, making his total 1,250 shares, and Harold J. Mirisch bought 200 shares through his controlled Harry Mandell and Company, the firm's total holding. Mirisch also owns 1,320 shares in his own name and 47,575 shares through the Kenilworth Investment Company.

Charles P. Skouras, director and president, National Theatres, purchased 5,200 shares of the company's \$1 par common stock in September. Skouras' holdings were raised to 42,310 shares.

The SEC also reported that Columbia had reduced its indebtedness during September by \$2,000,000, from \$11,000,000 to \$9,000,000, via two equal payments during

the month.

The loans on which payments were made stemmed from an agreement made on Oct. 1, 1952, with the First National Bank of Boston, the Bank of America, National Trust and Savings Association, and the Manhattan Company, under which maximum loans of \$15,000,000 were made available up to Sept. 30, 1953, decreasing by a fixed amount of \$1,500,000 annually thereafter. All loans under the agreement mature on Sept. 30, 1957.

Abe Montague, vice-president, surrendered 11,227 common stock purchase warrants issued to him under his option grant from Columbia. As of Sept. 30, 1953, according to Columbia, there were 48,790 shares of common stock issuable under purchase warrants, compared to 43,429 shares as of Nov. 30, 1952.



Seen at a recent meeting in New York City planning for this year's Brotherhood campaign for the amusement industry on behalf of the National Conference of Christians and Jews were, seated, left to right, Max E. Youngstein, vice-president, UA; Emanuel Frisch, Randforce Theatres, chairman, 1953-54 Brotherhood campaign; J. Robert Rubin, first vice-president, Loew's, Inc.; and, standing, left to right, Harry Brandt, president, Brandt Theatres; Sol Schwartz, president, RKO Theatres and Charles M. Reagan, MGM.

Clarification Given On Federal Tax Returns

INDIANAPOLIS—A bulletin issued by Allied Theatre Owners of Indianapolis last fortnight called attention to the fact that the new form for quarterly reporting of federal ticket taxes asks the exhibitor to set forth his total gross for the period and then compute the tax due on the basis of 20 per cent of that amount. This method obviously would require a tax payment in excess of what the exhibitor actually collected in the form of tax from his patrons.

The organization was advised, therefore, by the local office of the Bureau of Internal Revenue that exhibitors in filling out form 720 should leave columns 2, 3, and 4 blank in schedule B and set forth in column 5 only the actual amount of tax collected.

The Independent Theatre Owners of Ohio also checked the situation, learning from the Columbus, O., collector that the forms are shortly to be revised again. An alternative plan suggested by the exhibitor organization and accepted by the collector is that the exhibitor should state the number of tickets sold at each price and the amount of federal tax. In quoting price, the exhibitor should take into account city tax, if any.

Warners Adopting CinemaScope Process

HOLLYWOOD—Warners announced last week that it had concluded negotiations with 20th-Fox for the adoption of CinemaScope.

Statements issued by both Major Albert Warner, in the east, and Jack L. Warner, here, indicated that this was being done in the interests of clarification and standardization.

"A Star Is Born," "Helen Of Troy," "Rear Guard," "Mr. Roberts," "The Talisman," and "Battle Cry," were named as some of the films to be made in the process.

Hailing the decision of Warners to adopt the CinemaScope system, Spyros P. Skouras, president, 20th-Fox, stated that exhibitors and the public throughout the world "are assured an even greater flow of exceptional entertainment in the new dimensional photographic process."

Perkins Leads Altec Drive

NEW YORK—Standings in Altec's "Service Sales Drive," now in its fourth week, released by sales chief L. D. Netter, Jr., last week show the northeastern division, New York, under division manager C. S. Perkins, still in the lead, followed by the southern, southwestern, central, eastern, and western divisions.

Fred Hall, New York City, is still in first place for branch manager honors, with his closest competitors Charles Bosworth, central division, John McBurney, southern division. "Red" Pierce, northeastern division. J. R. Brown, southwestern division, and Ed Lyman, southern division. The field engineer's sales race is led by Ray Doyle, central division, who won the weekly bonus award.

How to Really Enjoy This CHRISTMAS...

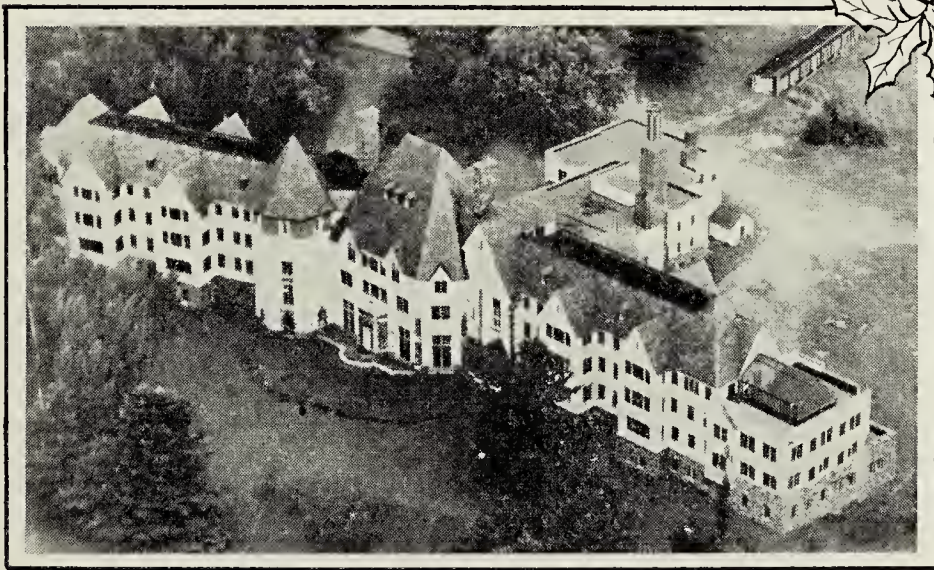


When Christmas dawns you'll awaken with a glow of genuine happiness that comes from having given the greatest gift of all to those who need it most—The gift of help in healing to those in your industry who are afflicted with tuberculosis. It's your gift to the CHRISTMAS SALUTE to "our own" Will Rogers Memorial Hospital.

CHRISTMAS SALUTE 1953

It's your hospital!

Every employee in the Amusement Industry "owns a share" in Will Rogers Hospital. Everybody shares the protection, the glory of healing, and the responsibility.



Sign the Salute Scroll at your office, and give to fight TB in your industry... give at least "an hour's pay."

Variety Clubs—Will Rogers Memorial Hospital

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y.

Saranac Lake, New York

Will Rogers Hospital gratefully acknowledges the contributions of ad production by M-G-M and space by publisher of this magazine

PEOPLE

NEW YORK—Ernest L. Scanlon has resigned as treasurer, Cinerama Productions Corporation, as of Oct. 31, it was announced last week, and will leave early in November for Los Angeles, where he will assume his new position as special consultant to the corporation.

UA Launching 35th Year Fete

NEW YORK—Arthur B. Krim, president, United Artists, last week announced the launching of a year-long, world-wide celebration of the 35th anniversary of the founding of the company that will be highlighted by the commemoration of the April 17, 1919, incorporation of United Artists.

Paying tribute to United Artists and its founders and to the motion picture industry as a whole, the celebration will involve the company's entire force, in this country and abroad, Krim said.

A world-wide 35th anniversary sales drive in honor of Krim was announced later by William J. Heineman, vice-president in charge of distribution, and Arnold M. Picker, vice-president in charge of foreign distribution.

The sales drive will be an integral part of the year-long global celebration of the 35th anniversary of United Artists' founding, the announcement declared.

The drive will be launched in the United States and Canada on Nov. 15 and will continue for six months, until May 15, 1954. A parallel international sales drive, involving all United Artists branches outside the United States and Canada, will begin on Dec. 1 and will be conducted for a full year in two laps of six months each.

A key date in both the domestic and foreign sales drives will be April 17, 1954, marking the exact 35th anniversary of the incorporation of United Artists.

Prizes in the 35th anniversary drive will be announced shortly. They will be the largest ever given by the company. As in preceding UA drives, branches will be separated into groups so that exchanges of approximately equal grossing potential will compete against each other.

Johnston On Gov't Assignment

WASHINGTON—It was learned last fortnight that Eric A. Johnston, MPAA president, named by President Eisenhower as his personal representative with rank of ambassador to conduct a mission in the Near East, will not require a leave of absence from his industry post.

Before embarking on his mission, Johnston will complete negotiations in Paris for a new film agreement with the French.

"Lucky 7" Deadlines Set

NEW YORK—MGM vice-president Howard Dietz last week informed those planning to submit campaigns in MGM's "Lucky 7" showmanship contests that the following are the new deadlines for mailing: "All The Brothers Were Valiant," Nov. 6; "Kiss Me Kate," Nov. 18; "Escape From Fort Bravo," Nov. 27; and "Easy To Love," Dec. 18.



Philip Willcox, representing Parents magazine, recently presented to Al Lichtman, director of distribution, at the home office in New York City, a medal award for extraordinary achievement for 20th-Fox's "The Robe" in CinemaScope.

More Pioneers Named

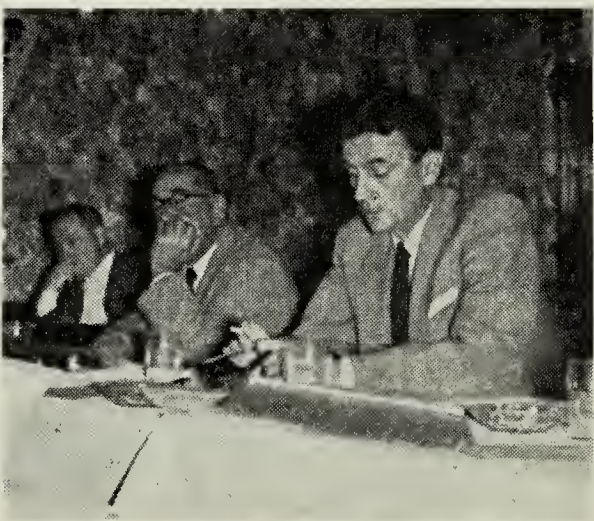
NEW YORK—Fred Waller, inventor of Cinerama, heads the list of new motion picture pioneers, bringing the total accepted to date to 46, it was announced last week by Jack Cohn, president, Motion Picture Pioneers. Some 50 other applications from eligible men are now being processed by the admissions committee, Cohn, William Heineman, Marvin Kersch, Herman Robbins, and Harry Takiff.

The 15th annual dinner of the Pioneers will take place at the Astor Hotel, on Nov. 12.

Cohn named a number of industry personalities to cooperate on committees. Heading the list, as in the past, are Harry J. Takiff, secretary-treasurer, and Marvin Kirsch, vice-president. Others confirmed are Ted Sullivan, Charles Alicoate, Jack Levin, Don Mersereau, Harry Joe Brown, Gil Josephson, Maurice Bergman, and Dave Baden.

November 23 Deposition Date

NEW YORK—A stipulation filed in U. S. District Court last week sets Nov. 23 as the tentative date for taking depositions of Loew's executives in the suit filed seeking dissolution of the joint holdings of Loew's and United Artists Theatres in eight houses. Loew's action seeks to end joint ownership in the State, Louisville, Ky.; Century, Parkway, and Valencia, Baltimore, Md.; Broad and Ohio, Columbus, O.; and Penn and Ritz, Pittsburgh.



Seen at the recent New Orleans convention of the Colosseum of Motion Picture Salesmen are, left to right, David Beznor, general counsel; Tom McKean, last year's national treasurer; and Ray Wild, president, prominent at the meeting.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

COLUMBIA

"Gun Fury"—Fair western may be aided by 3-D.

RKO

"Appointment In Honduras"—For the duallers.

AB-PT Report Shows Drop In Profits

NEW YORK—In a report to stockholders of American Broadcasting-Paramount Theatres, Inc., Leonard H. Goldenson, president, announced last week that estimated consolidated earnings for the third quarter of 1953 were \$1,009,000, including \$946,000 from operations and \$63,000 of capital gains. For the same quarter of 1952, net earnings were \$1,927,000, including \$1,627,000 from operations and the balance in capital gains.

For the first nine months of 1953, the estimated net was \$7,559,000, of which \$3,182,000 was from operations and \$4,377,000 was capital gains, compared with earnings for the first nine months of 1952 at \$5,435,000, including \$3,970,000 from operations and the balance in capital gains.

Per share earnings on 3,967,518 shares of common stock outstanding were 22 cents, including 20 cents from operations, for the third quarter of 1953, after preferred dividends of \$133,390, and \$1.82 per share, including 71 cents from operations, for the first nine months of 1953, after preferred dividends of \$354,928. In 1952, with 3,300,830 shares of common outstanding and no preferred stock, earnings per share for the third quarter were 58 cents, including 49 cents from operations, and for the first nine months \$1.65 per share, including \$1.20 from operations.

Goldenson said:

"The earnings reported for 1953 reflect a profit in the operations of our theatres and a loss in the operations of our broadcast division for the third quarter and for the year to date. Theatre earnings for the third quarter, and for the year to date, are above those for the same period of 1952."

In the third quarter, the company divested itself of 12 theatres, 11 of which were wholly owned. Six of these theatres had to be divested under the terms of the consent judgment. As of the end of the quarter, in order to complete the theatre divestiture requirements of the consent judgment, it still had to divest ourselves of 29 wholly owned and 41 partially owned theatres. The deadline for the completion of the divestiture program has been extended by court order to March 3.

Up to Sept. 16, 1953, the company purchased in the open market at an average price of \$16.12 per share, a total of 74,422 shares of its preferred stock to apply against the sinking fund requirements applicable to such stock. The annual sinking fund requirement is 24,322 shares. For the time being, at least, the board of directors has decided to discontinue further purchases of preferred stock.

Konecuff

(Continued from page 7)

tion's activities and for helping to obtain the industry's support as well as paying tribute to the late Charles "Chick" Lewis, hospital director, for his efforts.

Bob O'Donnell, chairman of the board, deplored the lack of knowledge he found in the field about the hospital and urged greater dissemination of information to inform industryites of their rights and privileges with regard to the TB center. He estimated that there is a need for \$250,000 this year, a goodly part of which is expected from the annual Christmas "Salute." He estimated that a backlog of \$500,000 would see the hospital through its most trying period.

Moe Silver, prominent Pittsburgh exhibitor, who has accepted the post of exhibitor chairman, succeeding Sam Switow, thought that this year would see an extra "push" needed in the field because of low morale in exhibition and because of the difficulty he foresaw in raising the needed funds because of many a theatre's economic situation. He urged dissemination of proper information in the field.

Einfeld, who will handle publicity and public relations for the hospital this year, urged greater coverage of hospital appeals, functions, and usage of information regarding the organization so that all in the business might appreciate the work it is doing and support it properly. Lewis also addressed the gathering.

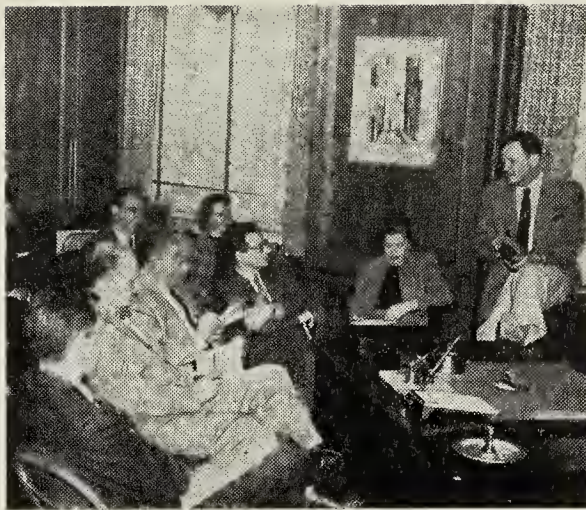
IN MEMORIAM: We were shocked and sorry to hear of the death of Charles "Chick" Lewis last week. His abilities, talents, and friendship were appreciated by all, and he will be sorely missed.

LUNCHEON: Toots Schor's was the scene for a luncheon-conference with George Jessel, who appears in Abner J. Greschler's production, "Yesterday And Today" and who narrates it. An hour-long cavalcade of highlights from the very start of motion pictures, this will interest industryites as well as the general public.

Jessel, in between jokes and observations on TV, the medium that is occupying the major part of his attention at the moment, thought that next year there will be considerably fewer films produced in Hollywood; professed ignorance of CinemaScope; thought he would produce "Rip Van Winkle" next year with Jimmy Durante and Helen Traubel, probably for wide-screen; will also produce "The Jessel Story" next year, probably as an independent, although he wouldn't be adverse to making a deal with a major distributor right now (he hopes to get Eddie Fisher to play Jessel); and will plug "Yesterday And Today" wherever possible.

In case anyone is interested, he skipped dessert to be on time to address 500 women on a topic that was never revealed to him, which sounds about par for the Toastmaster General.

THE METROPOLITAN SCENE: Philip Steinberg had a gala affair scheduled for the opening at the weekend of his new Dyckman in upper Manhattan, with the house completely redecorated and refurbished. . . . 20th-Fox's Harold Rand was proving that "The Robe" has been selected as the "Go See Picture of the



In a press conference recently at United Artists' New York home office, Joseph L. Mankiewicz, right, enlisted the aid of foreign correspondents from the world's leading newspapers and news agencies in his global talent hunt for an actress to star opposite Humphrey Bogart in the title role of "The Barefoot Contessa," UA release.

Appeal From Chicago Ruling

WASHINGTON—The U. S. Supreme Court was asked last fortnight to overrule an Appellate Court decision freeing the Grand, Chicago, from operating under the injunction of the decree in the Bigelow (Jackson Park) case. The Grand, wholly-owned subsidiary of RKO Theatres, asked the U. S. District Court to be released from the injunction, which limits Loop theatres, defendants in the case, to two weeks first-run exhibition.

The Grand claimed it should be freed because RKO Pictures Corporation divorced production from exhibition after the 1947 decree. The U. S. District Court ruled that the theatre was still bound by the decree, but the Seventh Circuit Court of Appeals reversed the decision, and remanded the case to the U. S. District Court for further findings.

Reiner Back From Trip

NEW YORK—Manny Reiner, foreign sales manager, Samuel Goldwyn Productions, returned last week from a three-week visit to Bonn, Cologne, Frankfurt, Berlin, Munich, Dusseldorf, Rome, Brussels, and Paris, where he attended premiere openings of "Hans Christian Andersen" and conferred with RKO branch managers.

Beznor Concluding Deals

NEW YORK—David Beznor, general counsel, Colosseum of Motion Picture Salesmen of America arrived last week for formalization of the new agreement between the organization and distributors. The agreement, ratified last fortnight at the Colosseum New Orleans convention, provides for salary and expense account increases.

Month" by New York Subways by sending over one of the car cards. . . . Mrs. Barney Balaban rendered a number of songs at a luncheon of the Greater New York Women's Committee of the American Technion Society at the Waldorf. . . . The public relations firm of Norton and Condon has been retained to handle special publicity on John Huston's "Beat The Devil," which United Artists will release. . . . Okeh pressbooks are out on "The Steel Lady," "Inferno," and "Sabre Jet."

Columbia Profit Shows Slight Jump

NEW YORK—Columbia announced last week that its net profit after provision for federal, state, and foreign income taxes for the 52 weeks ended on June 27, 1953, was \$942,000, or 99 cents per share of common stock, as compared to \$803,000, or 78 cents per share, for the year ended on June 30, 1952.

Net profit before tax provisions was \$2,149,000, as compared to \$2,246,000 for the previous year. Although the profit declined, tax provisions fell from \$1,443,000 for the year ended on June 30, 1952, to \$1,207,000 for this fiscal year.

"Panaphonic" Sound Demon.

NEW YORK—Representatives of the Altec Service Company, Loew's, Warners, Paramount, and the trade press last week attended a demonstration of the Dorsett "Panaphonic" sound system, which uses cue controls on the film strip to achieve directional sound from various auditorium speakers.

Lloyd G. Dorsett, president of the company bearing his name, said the system was presently in use in theatres of the Video Circuit, Oklahoma, and estimated the cost to exhibitors at \$1,000, not counting the cost of additional speakers and amplifiers.

Dorsett explained that the system can be used for any film made with conventional sound. Sound in various parts of the auditorium can be achieved after cueing, which is done manually now on the sound track of the film. The system employs only one speaker behind the screen and differs from multi-track stereophonic sound in that cueing is done on the single sound track. The Dorsett Laboratories, Norman, Okla., is engaged mainly in electronic work for the army and oil companies.

"Band Wagon" Winners Revealed

NEW YORK—Howard Dietz, vice-president and director of advertising and publicity for MGM, last week announced prize awards to three radio station managers judged winners in a national station managers' contest held in connection with "The Band Wagon."

First prize, a \$500 savings bond, went to Daniel W. Kops, WAVZ, New Haven; second, a \$250 savings bond, was awarded to Bert Charles, WVKO, Columbus, O., and third, a \$100 savings bond, was won by Mrs. Fred W. Wakenvoord, WONS, Hartford, Conn.

"Miracle" Judgment Granted

HOLLYWOOD—Superior Judge Frank G. Swain last week granted a deficiency judgment of \$327,197.98 to the Security First National Bank of Los Angeles against Miracle Productions, Inc., and others, after he was told that "A Miracle Can Happen," retitled "On Our Merry Way," had been sold at foreclosure for \$80,000. The money represents balance due on principal and interest of \$402,977.68 due the bank on a loan. Other defendants were Benedict Bogeaus Productions, Inc., Walter E. Heller and Company, Williams Film Laboratory, and Republic.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Middle West and South: President Eisenhower on tour. New York City: Army 14, Duke 13.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 86) New York City: Plane crash. Italy: Pope opens North American College in Rome. Germany: Greek royalty stops at Munich. Football: Notre Dame 23, Pittsburgh 14.

NEWS OF THE DAY (Vol. XXV, No. 216) New York City: Plane crash. Italy: Pope opens North American College in Rome. England: "Big Three" confer in London. Hollywood: Film director Mervyn LeRoy honored. California: Willie Shoemaker, new all-time champion jockey.

PARAMOUNT NEWS (No. 19) Italy: Pope opens North American College in Rome. Austria: Prisoners of USSR return to Vienna. California: Willie Shoemaker, new all-time champion jockey.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 510) Austria: Prisoners of USSR return to Vienna. Jordan: Sixty-two die in border raid. New York City: Plane crash. Baltimore, Md.: Train crash. California: Willie Shoemaker, new all-time champion jockey. Champaign, Ill.: Illinois conquers Minnesota, 27-7.

WARNER PATHE NEWS (Vol. 25, No. 21) Jordan: Sixty-two die in border raid. Italy: Pope opens North American College in Rome. British Guiana: Britain acts as crisis grips colony. Oakland, Cal.: Waterfront fire. Champaign, Ill.: Illinois conquers Minnesota, 27-7.

TELENEWS DIGEST (Vol. 7, No. 43-A) Jordan: Sixty-two die in border raid. Germany: Belgian airliner crashes near Frankfurt. Italy: Pope opens North American College in Rome. England: "Big Three" confer in London. New York City: Army 14, Duke 13.

IN ALL FIVE:

Trieste: Dispute troubles Italy-Yugoslavia. Indo-China: French and native troops push drive. Hershey, Pa.: Nation hails President Eisenhower.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 85) Greece: Picture profile of Queen Frederika. New York City: "Bobo" and Winthrop Rockefeller reach parting of ways.

NEWS OF THE DAY (Vol. XXV, No. 215) Greece: Picture profile of Queen Frederika. Paraguay: President Peron of Argentina welcomed. New York City: Brigrance wins honor as top stylist.

PARAMOUNT NEWS (No. 18) Paraguay: President Peron of Argentina welcomed. Brooklyn, N. Y.: Dodgers manager Charlie Dressen quits. Pro Football: Redskins 13, Giants 9.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 509) France: Farmers barricade roads. Paraguay: President Peron of Argentina welcomed. California: Midget plane. Japan: Crown Prince Akihito returns home. France: Paris beauty contest. Seattle: Grunt and groaners grapple on gridiron.

WARNER PATHE NEWS (Vol. 25, No. 20) Korea: Hull visits neutral zone as talks start. Japan: Crown Prince Akihito returns home. California: Midget plane. Brooklyn, N. Y.: Dodgers manager Charlie

Court's Ruling Affects Statute Of Limitations

NEW YORK—Federal District Court Judge Sylvester J. Ryan ruled last week that the date of the final decree in the consent judgments governs the statute of limitations in anti-trust suits.

The ruling was in favor of the Leonia Amusement Corporation, which claimed that distributor practices in restraint of trade put the Leonia, Leonia, N. J., out of business in 1935. Ruling in the \$1,800,000 action, which now goes to trial, Judge Ryan held that under the Clayton Act the statute of limitations is suspended during the period the government suit is pending and that the suspension also holds true for the interim consent decrees in the case of Paramount and others, changing only when final consent decrees are entered.

The court also held that in the Leonia suit, the six rather than the three-year statute of limitations was in effect.

The decision was claimed to be the first such ruling on the statute of limitations in the U. S. District Court of New York.

Theatre TV Meet In Nov.

NEW YORK—Si Fabian, chairman, National Exhibitors Theatre Television Committee announced last fortnight that specific suggestions for exhibitor action on theatre TV networking will be detailed at a committee meeting scheduled for Nov. 2 at the Conrad Hilton Hotel, Chicago. The NETTC will make a report on the recent FCC hearings in regard to theatre TV allocations.

Dressen quits. Pro football: Redskins 13, Giants 9.

TELENEWS DIGEST (Vol. 7, No. 42-B) Hershey, Pa.: Nation hails President Eisenhower. Japan: Crown Prince Akihito returns home. Indo-China: French and native troops push drive on Reds. Trieste: Dispute again troubles Italy-Yugoslavia. England: Churchill speaks. Texas: Auto daredevils perform.

NATIONAL LEGION OF DECENCY

Oct. 22, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "El Paso Stampede" (Rep.); "The Fighting Lawman" (AA); "Gilbert And Sullivan" (Lopert); "The Joe Louis Story" (UA); "Mexican Manhunt" (AA); "So Big" (Warners); "Tumbleweed" (U-I); UNOBJECTIONABLE FOR ADULTS: "Champ For A Day" (Rep.); "La Favorita" (Italian) (IFE); "Genoese Dagnet" (Italian) (IFE); "Gun Fury" (Col.); "The Night Is My Kingdom" (French) (Arthur Davis); "Those Redheads From Seattle" (Para.); "Trent's Last Case" (Rep.); OBJECTIONABLE IN PART: "Flight To Tangier" (Para.); "Marry Me Again" (RKO); "The Veils Of Bagdad" (U-I); "What Price Innocence?" (Italian) (IFE).

NATIONAL BOARD OF REVIEW

Oct. 17, 1953

STARRED SELECTED FEATURE: "Little Fugitive" (Burstyn); SELECTED FEATURES: "Tanga Tika" (Schaefer); "Donovan's Brain" (UA).

Ampex Stero Sound Gets Demonstration

NEW YORK—The new Ampex stereophonic sound system for theatres was demonstrated last week for the trade press at the Rivoli, one of the first houses in the country to be so equipped.

Manufactured by the Ampex Corporation, entering the motion picture theatre field for the first time, the multi-directional sound system is being distributed by the Circuit Construction Company, a subsidiary of Skouras Theatres Corporation.

Speaking for the Circuit Construction Company, Spyros S. Skouras, Jr., told those present at the demonstration that the Ampex system is designed to give the patrons an increased sense of realism, and that it does so, "to a greater extent than any other on the market."

The Ampex system uses a "penthouse" type magnetic soundhead which is said to be adaptable to all modern projection equipment. Included among the features of this magnetic soundhead are automatic loop length adjustment and automatic sprocket locking, as well as a critically-damped film drive system that is said to eliminate "flutter and wow," which are annoying sound variations due to uneven movement of film past the magnetic pickups.

Two banks of pre-amplifiers are used for a two-projector house; three for a three-projector setup. Each bank contains three pre-amplifiers for the three "on-stage" sound channels employed with CinemaScope.

Similar in construction to the pre-amplifiers, an "electronic sentinel" turns the auditorium speakers on and off according to cues recorded on the sound tracks.

From the pre-amplifier assembly, the sound goes to a master gain control which enables the operator to control the volume of all four soundtracks simultaneously while maintaining balance between the tracks.

The newly designed "Jim Lansing" theatre loudspeaker system uses speakers which employ a lens type high-frequency driver, rather than the previously used multi-cellular driver. It is claimed that this speaker provides even distribution of high-frequency sound throughout an auditorium.

Stressing the dual construction of all vital parts, Ampex engineers said that it would take a major catastrophe for a theatre to lose sound to the extent that the show could not continue.

At the present time, it is estimated that the equipment will cost \$4,500 to \$10,000, depending on the size of the theatre.

The Ampex system was recently selected by the Magna Theatres Company to be used for their first motion picture filmed in the Todd-AO process, Rodgers and Hammerstein's "Oklahoma."

"Female" In TV Test

HOLLYWOOD—It was reported last week that Paramount's "Forever Female" will be the first entertainment film to have its premiere over TV prior to theatre release. Arrangements have been completed for the picture to be used in Telemeter subscription television tests to begin next month in Palm Springs, Cal.

The International Scene

(Continued from page 14)

England

Loew's International is sending Greer Garson to Great Britain on Oct. 31 for a novel personal appearance tour to coincide with the panoramic screen premiere of "Julius Caesar" at the Carlton on Nov. 5. Miss Garson will lecture in the Great Hall of the University of London on "Filming 'Julius Caesar'" before an audience of several thousand students. The University of London lecture will be followed with similar talks by Miss Garson at the Birmingham University, the University of Manchester, and possibly the University of Edinburgh.

In London, a three-year extension of the voluntary Eady plan based on the CEA estimate of 2,300,000 Pounds was agreed to by the four industry film associations.

France

In Paris, latest developments affecting the French industry include government decrees ending the ban on double bills and ordering the elimination of waste in production. A shortage of materials had brought the ban on duallers ever since the war. The law says each program must include a full length feature less than 10 years old and may include any other feature more than 10 years old. It may also include shorts of any age. A special committee also is to be formed to watch over the spending of subsidies, and the government will also inform all who are financially interested in a film what that film is earning at home and abroad.

Belgium

Arthur M. Loew, president, Loew's International Corporation, called an "MGM European Panoramic Convention," held in Brussels and Antwerp from Nov. 22-25. Loew, who will be accompanied by Samuel N. Burger, international sales manager, will meet with Dave Lewis, regional director, Continental Europe, and with all of MGM's territorial managers, sales managers, and publicity chiefs in Europe.

TOA

(Continued from page 10)

and corridors leading to the TOA meeting halls on the second and third floors of the Conrad Hilton Hotel.

R. R. Livingston is chairman of the TOA nominating committee, with the group including John Rowley, Williams, Al Pickus, A. Julian Brylawski, Cooper, George Kerasotes, and Jay Solomon.

Theatre operators will have an opportunity to see the first in a projected series of instructional films for theatre staffs when "Courtesy Is Contagious" is screened on Nov. 3. The new film, prepared by the Filmack Trailer Company, Chicago, in cooperation with TOA, stresses the importance of courtesy by all employees of theatres in order to attract and to maintain patronage. It runs for approximately 15 minutes.

Irving Mack, president, Filmack Trailers, will be a dais guest at the luncheon for the special screening

NSS Philadelphia Case Delayed Until Nov. 9

PHILADELPHIA—After two days of conferences last week in U. S. District Court Judge William H. Kirkpatrick's chambers with counsel for both sides, and without ever getting into actual court or before a jury, the Independent Poster Exchange, Philadelphia, anti-trust case against National Screen Service and the major film companies was put off until Nov. 9.

Louis Nizer, counsel for the defense, made a motion to dismiss, which Judge Kirkpatrick has taken under advisement. He does not expect to render a decision prior to Nov. 9.

Other points of law were also raised in the chamber discussions.

Francis Anderson is counsel for the plaintiff; Earl Harrison represents 20th-Fox, Paramount, Loew's, Inc., Columbia, RKO, UA, and U-I; and Louis J. Goffman represents Warner Brothers Pictures Distributing Corporation.

Illinois Allied Studies New Processes

CHICAGO—At a meeting of Allied Theatres of Illinois, Inc., last week, the membership voted to name a committee to study the matter of group equipment purchasing, with immediate emphasis being placed on wide-screen and stereophonic sound equipment.

The committee, set by President Jack Kirsch, will look into the entire equipment picture and, if necessary, engage a competent person with technical and engineering knowledge to advise members on needs and requirements to most suitably accomplish wide-screen projection.

The members also voiced approval of the resolution adopted at the National Allied convention in Boston calling for standardization on a 2-1 aspect ratio for all productions, including anamorphic.

On arbitration, the Allied group fully endorsed the position taken by the National Allied board that there is no practical benefit to Allied's members in any arbitration plan which does not provide for the arbitration of film rentals and selling policies on a national and regional basis; that countenances the prerelease of pictures even on a limited scale; or that does not prohibit the initiation of competitive bidding in any situation except upon the written demand of one of the exhibitors involved.

Approval was also given to National Allied's renewal of their charter membership in COMPO for another year.

With Allied of Illinois due to celebrate its 23rd anniversary in December, the membership directed that plans be made for the holding of an affair at one of Chicago's popular clubs to appropriately celebrate the occasion.

16mm. Suit Delays Granted

HOLLYWOOD—Columbia and RKO were granted an additional 15 days last week to answer the government's anti-trust suit seeking to force release of 16mm. versions of features to television and other outlets. All other defendants had already filed answers.

Industryites Active At Crusade Meeting

WASHINGTON—Representatives of American industry and national organizations who took part in the two-day conference last week on behalf of the Crusade for Freedom, operating Radio Free Europe, included motion picture industry spokesmen.

Among those present were Barney Balaban, Spyros P. Skouras, Louis A. Novins, Ben Berger, Kenneth Clarke, and James C. Petrillo, head, American Federation of Musicians. Novins, executive vice-president, American Heritage Foundation, of which the Crusade is a project, addressed the conference. President Eisenhower also made an appearance.

The conference was called by Henry Ford, II, Crusade chairman, on the suggestion of the President, to brief participants in a \$10,000,000 fund-raising campaign to make Americans conscious of "the responsibilities of free men and the nature and methods of international Communism."

Concessions Suit Filed

NEW YORK—Action was filed last week in State Supreme Court by the owners of five Long Island theatre properties leased to Metropolitan Playhouses and Skouras Theatres seeking damages and an accounting of concession sales percentages claimed due them. Also named as a defendant, in addition to Metropolitan and Skouras, is Circuit Vendors, Inc., alleged to have conspired with the circuit companies to conceal the actual amount of concession sales due. The action claims at least \$200,000 is due as a result of the alleged failure of defendants to pay the full amount of the percentages due.

The action, covering the period from 1949 to 1952, was filed by Hempstead Theatre Corporation, Rivoli, Hempstead; Glen Cove School Street Corporation, Cove, Glen Cove; Calderone-Valley Stream Corporation, Valley Stream, Valley Stream; Rivoli Theatre Corporation, Hempstead, Hempstead; and Erone Corporation, Calderone, Hempstead.

Bank Sues For Balance

HOLLYWOOD—The Bank of America, declaring Inter-John, Inc., owes it \$599,277.02, including interest on two loans totalling \$1,990,000, sought federal court permission last fortnight to sell "The Dark Mirror" to recover the balance on the notes. U-I was also named as a defendant. The money was loaned for the films, "The Senator Was Indiscreet" and "Mr. Peabody And The Mermaid," both Inter-John productions.

Lessing Leaves Academy

HOLLYWOOD—Gunther Lessing, chairman of the board of SIMPP, resigned last fortnight from the Academy of Arts and Sciences in protest against the addition of two more major studio representatives to the board of governors. Lessing stated that his decision to quit was "in the interests of independent producers, whose pictures will have an even smaller chance in Oscar nominations than heretofore." Academy officials denied the charge.

Mail Help Offered To Small Town Exhibs

COLUMBUS, O.—The Independent Theatre Owners of Ohio in a bulletin issued last fortnight point out a mail help that may prove of invaluable aid to exhibitors everywhere.

Neighborhood theatres in the cities and small town theatres, as well as drive-ins, can benefit from a recent ruling of the Post Office Department, which advises that advertising matter can be sent as ordinary mail without addresses to specified areas. All the mailer has to do is ask his postmaster how many people live in the area he wants to cover, and then deliver that number of pieces to the post office. Postage must be prepaid.

Deliveries will be made to a whole post office area or to specified neighborhoods as the sender desires. This eliminates the necessity for addressing mail to occupants at certain addresses or to box holders.

BOOK REVIEW

THE PUBLIC IS NEVER WRONG: *The Autobiography of Adolph Zukor, With Dale Kramer. G. P. Putnam's Sons, New York. Indexed and illustrated. 298 pages. \$4.*

At a time when many within the industry can stand an extra dose of optimism, this autobiography of Adolph Zukor, now chairman of the board of Paramount Pictures, Inc., comes as a refreshing, interesting tome of his decades in the business. That it is "must" reading for tradesters is apparent, and the prospects of sales among the public who are labelled movie fans is also obvious.

However, those who read the book to find some attention paid to the behind-the-scenes struggles between the forces which the grand old man represented in business and his adversaries will be disappointed for he touches only lightly upon these aspects.

The main concentration is on production, stars, Hollywood, and his own observations. Along the line there are names, hundreds of them, of people living and dead, and it is also to be noted that in the telling he has found time to pay credit to the advertising and publicity lads, Paramount's Jerry Pickman and Herb Steinberg, to mention two, who are currently leaving their mark on the merchandising of films.

Oldsters, naturally, will get the biggest kick out of the book, but newcomers could read it to advantage to see from what stock the pioneers in our trade came.

Zukor's optimism is ever-present and even ends the volume by saying that the industry is still in swaddling clothes; the great days lie in the future.

Coming from a gentleman who has seen many highs and lows of our business and who has taken them in stride, his words are to be welcomed.

—H. M. M.





Fred Ahlert Mourned

NEW YORK—Fred E. Ahlert, 61, president, American Society of Composers, Authors and Publishers from 1948 to 1950 and a member of the ASCAP board for 20 years, died last week.










The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in buying and booking.—Ed.)










KEY TO "THE LITTLE MEN" RATINGS: (OCTOBER 28, 1953)





















 Registering grosses in the highest brackets.	 Just fair, nothing out of the ordinary, average.
 Good, although not breaking down the walls.	 Disappointing, below what was expected.

The Week's Newcomers

DECAMERON NIGHTS (86m.) (RKO)	
MARRY ME AGAIN (72½m.) (RKO)	
SABRE JET (96m.) (UA)	
SO BIG (101m.) (WB)	
THE ALL-AMERICAN (83m.) (U-I)	
THE BIG HEAT (90m.) (Columbia)	
THE GOLDEN BLADE (81m.) (U-I)	
TORCH SONG (88m.) (MGM)	
VICKI (85m.) (20th-Fox)	

Continuing

A BLUEPRINT FOR MURDER (76m.) (20th-Fox)	
A LION IS IN THE STREETS (88m.) (WB)	
BIG LEAGUER (70m.) (MGM)	
BLOWING WILD (89½m.) (WB)	
DEVIL'S CANYON (91m.) (RKO)	
EAST OF SUMATRA (82m.) (U-I)	
FROM HERE TO ETERNITY (118m.) (Columbia)	
GUN BELT (78m.) (UA)	
HALF A HERO (71m.) (MGM)	

LITTLE BOY LOST (95m.) (Paramount)	
MARTIN LUTHER (106m.) (deRochemont)	
MOGAMBO (115m.) (MGM)	
RETURN TO PARADISE (88m.) (UA)	
99 RIVER STREET (82m.) (UA)	
ROMAN HOLIDAY (119m.) (Paramount)	
TAKE THE HIGH GROUND (101m.) (MGM)	
THE ACTRESS (90m.) (MGM)	
THE AFFAIRS OF DOBIE GILLIS (73m.) (MGM)	
THE CADDY (95m.) (Paramount)	
THE CRUEL SEA (120m.) (U-I)	
THE MAN FROM THE ALAMO (79m.) (U-I)	
THE MOON IS BLUE (90m.) (UA)	
THE MOONLIGHTER (77m.) (WB)	
THE ROBE (132½m.) (20th-Fox) (CinemaScope)	
THE STAND AT APACHE RIVER (77m.) (U-I)	
THE SWORD AND THE ROSE (92m.) (RKO)	
THOSE REDHEADS FROM SEATTLE (90m.) (Paramount)	
WAR PAINT (89m.) (UA)	
WINGS OF THE HAWK (80m.) (U-I)	

The Editor Speaks

FAST BECOMING the rage of Hollywood today is independent film production. When the majors drastically cut their production schedules—and when the



PAUL MANNING

first-run houses decided to really milk the top product with long extended runs—a dangerous film shortage was created for the smaller exhibitors and, in some cases, some pretty big-time boys, too!

RUSHING into this opportune situation, independent film producing organizations are springing up like weeds in Hollywood. As we well know, some results will be okeh, and some will be real stinking. But whatever it is, it will be offered for sale. This is where exhibitors have got to be wary: See before you buy or (if this isn't physically possible) read before you buy. We mean read honest trade reviews.

TODAY, all trade journals have a tremendous responsibility toward their exhibitor readers. Reviews of films must be doubly searching, the opinions must be made by experienced film reviewers, and the results must be laid right on that old line.

THE EXHIBITOR will require honest and sincere reviews as he never has before.

THIS IS THE TIME to call a gold nugget a gold nugget, a so-and-so a so-and-so, and a stinker a stinker.

THIS IS what EXHIBITOR has been doing now for 35 years, and plans to continue doing, whether it comes from the majors, the minors, or the bush leaguers. They pitch 'em and we'll call 'em!

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 6, No. 11

October 28, 1953

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

WALT DISNEY'S

"THE LIVING DESERT"

Photographed by N. Paul Kenworth, Jr. and Robert H. Crandall. Additional photography by Stuart V. Jewell, Jack C. Couffer, Don Arlen, Tad Nichols.

Associate producer, Ben Sharpsteen. Directed by James Algar.

Script by James Algar, Winston Hibler, Ted Sears. Narrated by Winston Hibler.

Musical director, Paul Smith. Animation effects by Josh Meador, John Hench, Art Riley.

Special process by Ub Iwerks. Film editor, Norman Palmer. Print by Technicolor.

MGM'S

"ALL THE BROTHERS WERE VALIANT"

starring

ROBERT TAYLOR, STEWART GRANGER, ANN BUCHYTH

with

BETTA ST. JOHN, KEENAN WYNN, JAMES WHITMORE, KURT KASZNER

Produced by Pandro S. Berman, directed by Richard Thorpe

Screen play by Harry Brown, based on the story by Ben Ames Williams.

Color by Technicolor.

COLUMBIA'S

"THE BIG HEAT"

starring

GLENN FORD, LIONEL GRAHAME, JOCKEY BRANDO

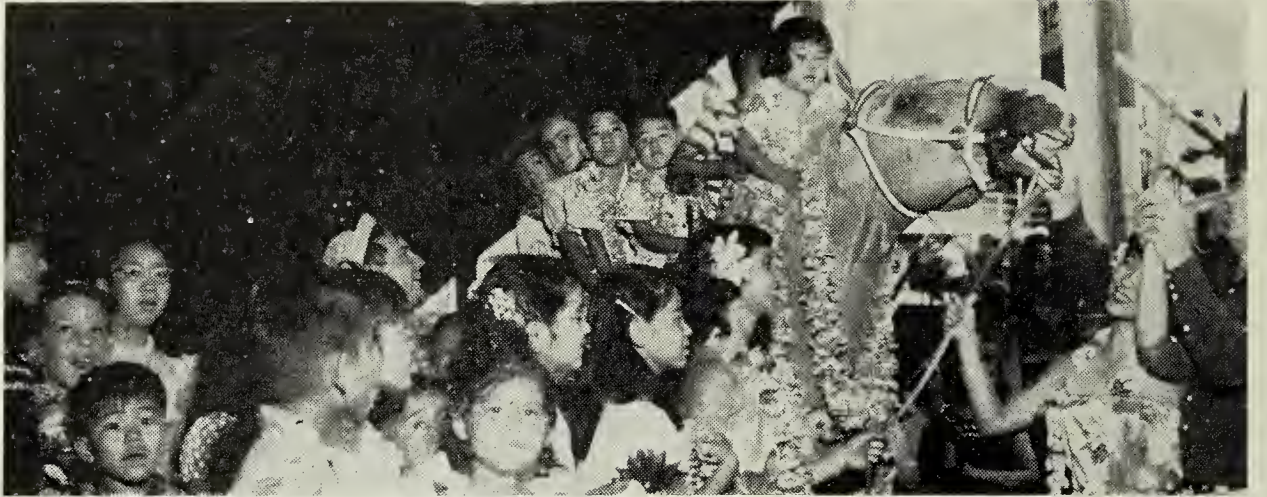
ALEXANDER SCOURBY, LEE MARVIN, JEANETTE NOLAN, WETER WHITNEY, WILLIS BOUCHEY

Produced by Robert Arthur, directed by Fritz Lang.

Screen play by Sydney Boehm from The Saturday Evening Post serial by William P. McGivern.



Roy Rogers and Dale Evans, husband and wife, show off their 1952-53 EXHIBITOR LAUREL AWARDS plaques. Rogers is a six-year winner.



Trigger, Rogers' famous horse and inseparable traveling companion, gives children in Hawaii a thrill and a free ride while other eager youngsters wait their turn. The Rogers' made many personal appearances while vacationing in the land of pineapple and hula and also made friends for themselves.

Roy And Dale Bring Good Will (Business) To Honolulu

THE RECENT VISIT of Roy Rogers and Dale Evans to see their thousands of fans in Honolulu proved to be the springboard for an interesting, fantastically successful experiment.

To HERMAN ROSEN, general manager, Royal Amusement Company of Hawaii, must go the honor of being responsible for turning the event of the Rogers' visit into a boxoffice bonanza. Witnessing the tremendous excitement being generated in the islands by the coming arrival of the screen, radio, and television stars, he decided to book a Roy Rogers film into the Princess during their stay in the islands. The only Rogers film available at the time was "Eyes Of Texas," made in 1948. To get the film there in time for Rogers' arrival would cost \$85 as it would have to come in by plane. Some told Rosen that he would be lucky to get back his \$85! Well, it remained for Herman Rosen, a showman's showman, to show the cynics what it meant to be a heads-up, eyes open, Johnny-on-the-ball exhibitor. The two first days in the 800-seat Princess in downtown Honolulu pulled 3800 paid admissions and gave Rosen the biggest gross on any Rogers picture ever to play the islands. And, on a reissue.

ON THE STRENGTH of this, Rosen booked the same picture into every one of 30 island houses, with excellent results thus far. In addition, excited by the popular clamor set up by the visit of the stars, he is planning to inaugurate a Roy Rogers Riders Club in five of the leading houses. Also he has announced his intentions of showing Rogers reissues, extending this program to all his theatres if the initial success, or any reasonable part thereof, is realized.

THE HUGE INTERNATIONAL FOLLOWING which belongs to Roy Rogers is not the result of sitting in Hollywood on his tail bcne waiting for his fans to visit him. Instead, Roy and Dale for years have been traveling thousands of happy miles each year to get closer to their public.

OUT OF THIS CLOSE ASSOCIATION between Rogers and his public has come a most worthy result, the creation and continuation of the Roy Rogers National School Safety Program. Now completing the fifth and most successful year of this public-spirited idea, the program now embraces over 9,000 schools. His visits to children in hospitals, which made him realize that more children go to hospitals as the result

of accidents than simple sickness, was perhaps the most vital factor in his decision five years ago to start this safety program.

SEEKING proper authorization for forming this safety program, he secured the consent and cooperation of the National Safety Council, the number one group on public safety in the country. However, the entire expense of running the program is taken on by Rogers, himself. With an initial entry list of 1,800 schools, the Roy Rogers Safety Program today lists more than 9,000 competing schools.

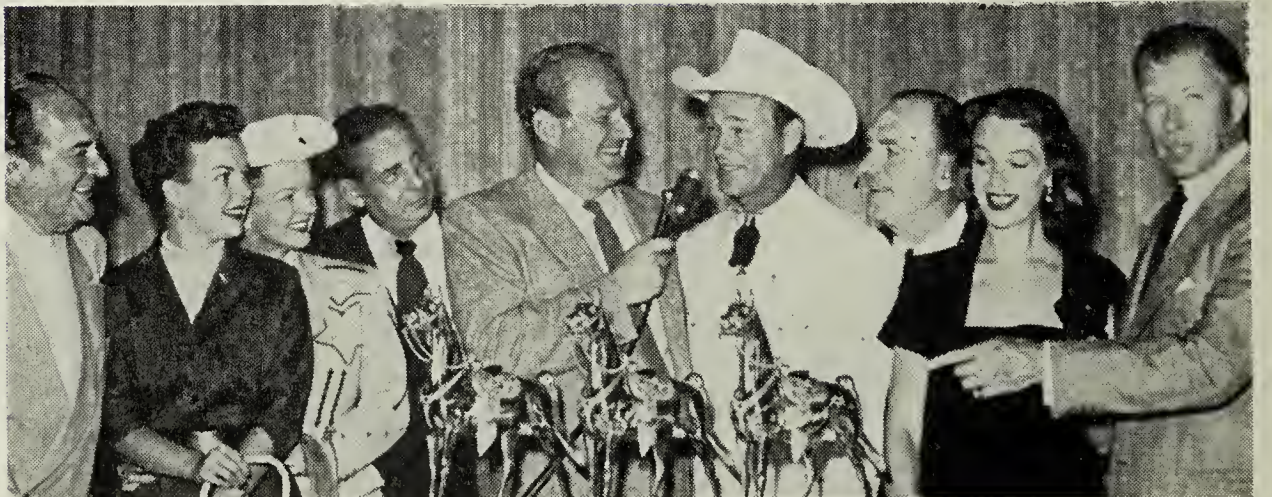
THE 1953 winners were the S. S. Dillon School, Fort Worth, Tex.; the DuPont Elementary School, Old Hickory, Tenn.; and the Copernicus Junior High, Ham-track, Mich. First, second, and third prizes have been presented in the order listed. The prizes are handsome awards of engraved gold, silver, and bronze.

IN THIS show business world, it is indeed heartening to see this type of public service program, one which protects the lives of our children, become part of our good will program. Hollywood can well be proud of such travelling ambassadors.

—P. M.



Rogers shows George Murphy, the industry's good will ambassador, the record book of the Roy Rogers National School Safety Program.



Seen, left to right, are members of the Safety Award judging committee, including Edward Arnold; Gale Storm; Miss Evans; Dr. Wayne P. Hughes, National Safety Council; Dave Showalter, KNX; Rogers; Pat O'Brien; Barbara Britton; and Murphy, all active in the competitive safety campaign.



Two cameramen, on location in the great American desert for Walt Disney's first feature length "True-Life Adventure," "The Living Desert," capture the reactions of one desert inhabitant.



A pair of amorous scorpions meet under the stars in a strange wooing dance in which rudimentary affection melts their native ferocity. "The Living Desert" pictures the interlocked fate of many creatures, portraying the fury and comedy of desert creatures. During the wedding dance of the scorpions, they lock claws and the male leads the female in rhythmic steps highlighting the film's musical score.

Make Way For The All-Disney Show

IN ANSWER to the clamor for programs with a different flavor, Walt Disney will soon offer his first feature-length "True Life Adventure," "The Living Desert." The announcement, which has caused much speculation, was the news that Disney would market through his own sales channels a complete package containing two-and-a-half hours of solid entertainment, Disney brand.

THIS PROGRAM will be top-lined by "The Living Desert" (see "Good Things To Come From Hollywood", page SS-4) and augmented by "Stormy, The Thoroughbred," all-live action; "Ben And Me," the first 20-minute cartoon to come out of the Disney studio; and an animation featurette.

NEW YORK CITY'S Sutton will be the scene of the world premiere of this all-Disney program. According to Roy Disney, president, Walt Disney Productions, other openings will be set shortly in key cities in art houses, with a majority of key centers scheduling openings before the year's end or early in 1954.

IN ANSWER to my query, I was told that this new merchandising plan on the part of Disney does not affect the distribution contract with RKO, which next year will release "Rob Roy, The Highland Rogue," starring Richard Todd and Glynis Johns; "Pinocchio," and the 15th series of cartoon shorts.

WITH "The Living Desert" being hailed as the greatest film of its type ever to be produced, it is easy to understand why Disney does not wish this to be teamed with some duallers which might not come up to the general audience quality standards. Therefore, this program package, which will play selected situations, be-

comes a highly interesting trial balloon for both Disney and the exhibition field. If, as most confidently expected by both Disney and trade observers, it will be successful, it will be the forerunner of other programs of the same type.

STUDIO SURVEY joins the many other critics in heaping superlatives on Disney's already heavy laden shoulders for this superb film, "The Living Desert." All the mysterious life and allure of the desert, which we so casually fly over or drive through, have been captured in startling color and fierce action. The almost un-



One of the quieter moments in the Technicolor documentary shows the strange comrades of the wastelands, the desert tortoise and the roundtail ground squirrel, living together amidst the violence, peril, and feuds of the arid west.

believable patience of the crew of cameramen, who stalked their desert prey for more than two years, has been rewarded by this spectacular film, which will remain a high tribute to their art.

UNLIKE ANYTHING of its kind ever brought before the audience and projected in Technicolor, it sets the stage for a strange pageant of Nature in its many moods of beauty, sudden death, and informative revelations. It was my great pleasure to be among the first to see this unusual, exciting film and the hardened trade audience burst spontaneously into wild applause many times during the film to show its sincere appreciation of the many unbelievable scenes played unwittingly by the animal, bird, and reptile actors and actresses.

THE DEATH battle between the wasp and the tarantula is something which most humans have never seen or have never known about. Held in clear focus, it is an elemental study of Nature, working its fascinating and fantastic pattern. In order to perpetuate her species, the tiny wasp vanquished the deadly tarantula, many times her size, and uses the deceased tarantula as a breeding ground for the many wasps to follow. Here is truly a David and Goliath battle scene which has been played long before the Biblical parallel and which will be enacted millions of times on the deserts of the world until Time's End.

AND so, with "The Living Desert" and its companion features offering two-and-a-half hours of the highest quality of Disney entertainment, it is up to the public to give the answer. Again, I heartily endorse this Disney program, and wish it well.—P. M.

Meet Hal R. Makelim



HAL R. MAKELIM

HAL R. MAKELIM, independent motion picture film producer, whose latest picture, "Man Of Conflict," starring Edward Arnold and John Agar, is now being released, started his motion picture career as a boy actor in the silent days, a steady performer in front of grinding cameras of the old Essanay Studios. Reaching for working knowledge of other types of entertainment media, he went into the field of radio when it burst into the public scene. Climbing up the ladder of success, he became a topnotch radio producer, producing such outstanding air shows as "Sweetheart Time," "Service With A Smile," and "The Voice Of Business" among others.

IN EVERY PHASE of his education, Makelim studied with sincerity the pulse of public preference. He learned what kind of programs his audience would listen to, what sort of people they liked to be on these programs, how long they would stand still for a set formula, and all the other million and one cues for which showmen must constantly be on the lookout. This is the background he has brought into his present activity as the Hal R. Makelim Productions president.

CARRYING his deep zest for knowledge further, he headed his own advertising company, with offices in Chicago, New York, and Hollywood. He is a former vice-president and sales manager for the Hal Roach Studios, and has produced outstanding films on behalf of Americanism, many now being shown in the free countries of the world.

WITH TODAY'S drastic production cut-backs of the major studios, it remains for independent producers of Makelim's experience to fill the ever-growing needs of thousands of exhibitors. The ranks of independent production realizes this dual opportunity and responsibility and, like Hal R. Makelim, have entered into this giant task with enthusiasm and unshaken faith in the future of our great business.—P. M.

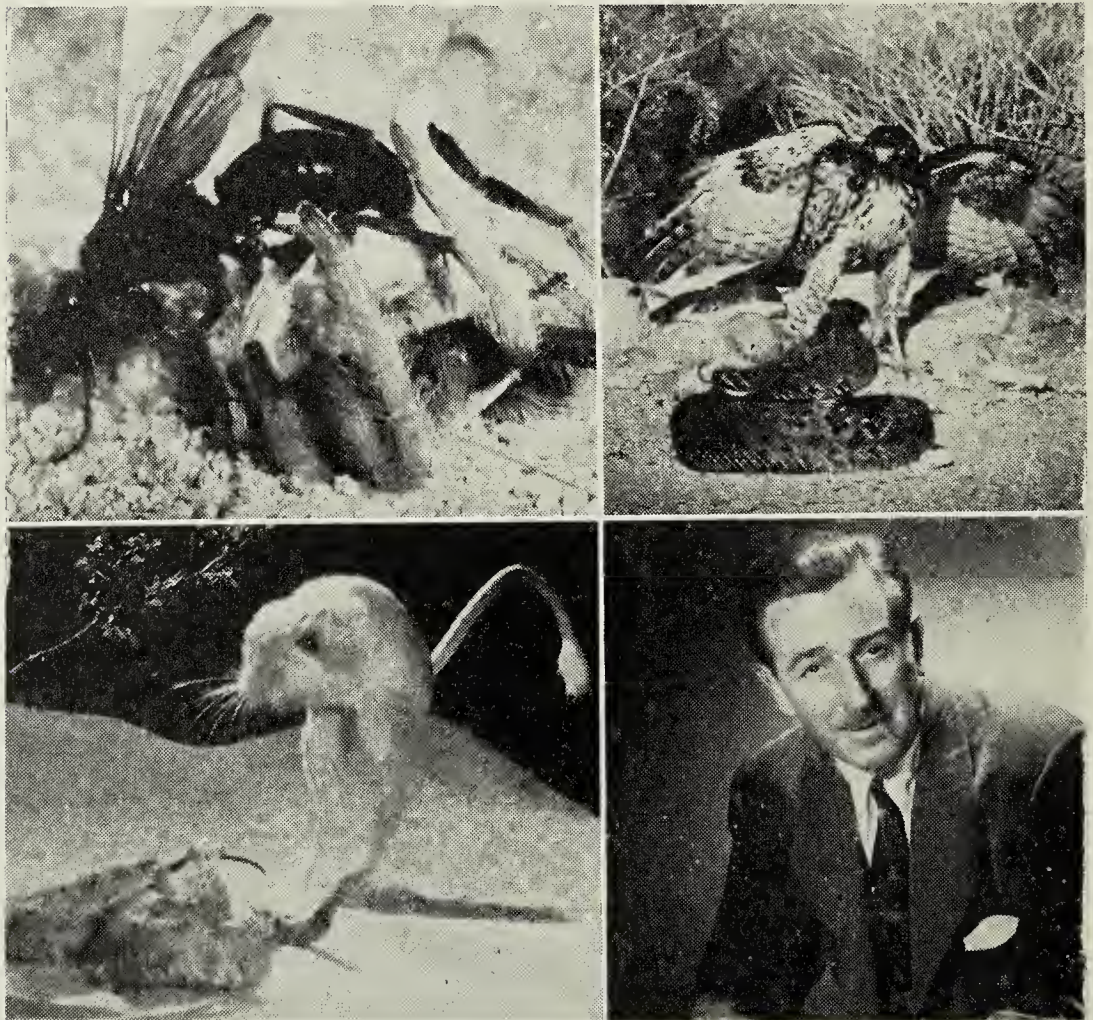
GOOD THINGS TO COME FROM HOLLYWOOD . . .

Walt Disney's "The Living Desert"

"The Living Desert," Walt Disney's first feature-length "True Life Adventure," is the first film of its type ever to be heralded by STUDIO SURVEY. To deny Disney and his worthy associates this honor would be unforgivable, even though it will come as a tiny drop of water in the mighty oceans of praise which will pour once the picture is publicly shown.

With his fine skill as a master story teller, Disney unfolds the age-old mystery of the desert, which has fascinated man since time began. It satisfies, thrills, and answers the curiosity of man, who has long wondered what goes on in the desolate and seemingly God-forsaken wastelands of the world, from the Sahara to Death Valley; from the sands of Araby to the lonely mesas of our own beautiful Colorado. What lives there? How does it exist?

Weaving, as is his manner, irresistible comedy touches into a story of Nature, which must, of necessity, contain grim and sudden reality, Disney has fashioned a truly great picture, one which will be remembered long after the synthetic dramas of the screen have passed into forgetfulness. Headlining an all-Disney program, "The Living Desert" will be world premiered at the Sutton, New York City, in November. A most satisfying answer to constant pleas from both exhibitors and the public alike for a different kind of program, this show has all the ingredients necessary for a long and successful run in any situation.—P. M.



Seen above, in the usual left to right, top to bottom, order are some highlights from Walt Disney's first feature length "True-Life Adventure," "The Living Desert," including a Pepsis wasp winning a fierce battle with its implacable enemy, the tarantula; a red-tailed hawk battling a deadly rattlesnake; a meeting of the shy, harmless kangaroo rat mother and the lethal serpent, the sidewinder; and Disney, maker of the film.

LaVarre Shoots Rio Film

HOLLYWOOD—Andre de La Varre, director and photographer of many foreign locale shorts for Warners, recently arrived at the studio in Brazil with the film of "Carnival In Rio."

He shot the one-reel Technicolor pic-

ture during Rio de Janeiro's famed annual festival, which attracts thousands of visitors yearly.

De La Varre will remain at the studio several weeks discussing future assignments. He has through the years shot scenics all over the world.

NEWS OF THE

Territory

BRANCHES

Atlanta

Stein Theatres, Jacksonville, Fla., is the new owner, Joy Auto Drive-In, Ashburn, Ga.

David Katz, Kay, is back after a trip to the hospital.

The divorce petition of Mrs. Gladys Prince seeking a divorce from Hugh Prince was heard in local domestic relations court. Mr. and Mrs. Prince are parents of starlet Ginger Prince.

Mr. and Mrs. Vaughn Long are the new owners, Fox, Smithville, Tenn. . . . Sunday movies are being shown at theatres in Athens, Tenn., on a permanent basis after a four-week trial period. The theatres were given the go-ahead by a 4-1 vote of City Council. The theatres are permitted to operate between the hours of 1 to 6 p.m. and after 8:30 p.m. on Sundays.

J. O. Biddle, owner, Fay, Jasper, Fla., is celebrating 17 years in the business. . . . R. C. Austin is manager, Carroll Drive-In, Huntington, Tenn.

Barbara Ann Davidson and Charles Wade, III, both of Clanton, Ala., were married there at the home of the bride's parents. Wade is the son of Mr. and Mrs. C. W. Wade, owners of theatres in Alabama.

A new balcony planned for the Park, St. Petersburg, Fla., will seat 120. The theatre now has a capacity of 500.

Ground has been broken for a new 500-car drive-in in Melbourn, Fla., owned by the Brevard Theatre Company.

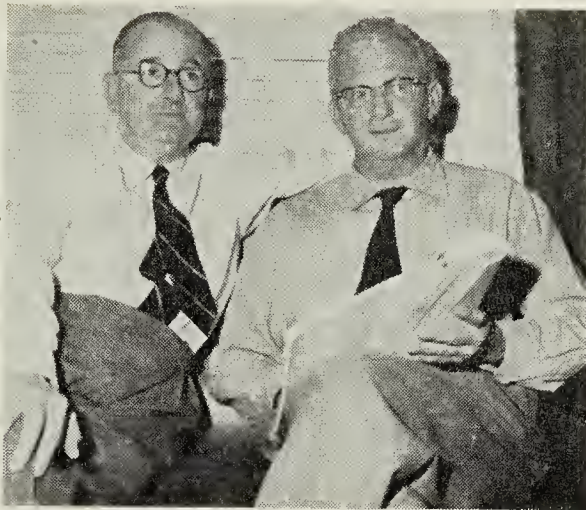
A. D. Bush, is the new owner, Ashford, Ashford, Ala. The former owner was C. S. Dunn. Booking is handled by Howard Schwessler.

S. E. McDaniel, Mack Booking Service, Marianna, Fla., will handle the booking for Pug's Drive-In, Monticello, Fla.; Spears, Graceville, Fla.; Iona, Wewahitcha, Fla.; Malone, Malone, Fla.; B. and L. Drive-In, Bonifay, Fla.; East Mack's Drive-In, Marianna, Fla.; and G and M Drive-In, Slocomb, Ala.

Herman Dyke, who served as assistant manager, Ritz, Panama City, Fla., has been appointed manager, Bay. He replaces Lamar Reddick, who goes to DeFuniak Springs as manager, Martin.

The Martin and Thompson drive-in, Baxley, Ga., for 350 cars, opened. . . . A. R. Dale, owner, Dale Drive-In, Gainesville, Ga., is the new owner, Rose, Flowery Branch, Ga. . . . Lowell Gorman, is the new owner, Park, Trion, Ga., renamed the Midway.

Z. A. Hubb is the new owner, Fairfax, Jacksonville, Fla., formerly owned by Florida State Theatres.



Herbert Wilcox, left, British producer-director, and writer Frank Nugent recently conferred on plans for Republic's "Trouble In The Glen" at the Republic studios in Hollywood. The film will be made in Scotland.

In for a visit were Walter Morris, Knoxville, Tenn.; William Green, Glenn Theatres, Decatur, Ga.; Lester Wilson, Wilson and Ashway Drive-In, Greensville, Tenn.; Eb Duncan, Playhouse, Carrollton, Ga.; and Otis Hudgins, Starlite Drive-In, Thomaston, Ga.

Charlotte

The Wellons interests, Fayetteville, N. C., bought out a third interest of Earl Rogers in the Flamingo Drive-In and announced plans for beginning construction soon of a new 600-car drive-in on an eight-acre tract on Bragg Boulevard. The Wellons and associates now operate another drive-in, the Midway, Bragg Boulevard, in addition to the Sky-Vu, Lumberton Road, and Starlite, Spring Lake, N. C.

The Village, Raleigh, N. C., doubled the size of its screen with the installation of a new Miracle Mirror screen and installed stereophonic sound equipment. Manager is Philip N. Nance.

The South N. 1 Drive-In, formerly known as the Car-Ral Drive-In, Cary, N. C., on the Raleigh-Cary Highway, held its opening. Its screen was demolished in a windstorm several months ago, and the entire plant since has been renovated, with a number of improvements being made and a new screen installed. Free refreshments were served.

The Carolina installed a CinemaScope Screen with a new stereophonic sound system, with "The Robe" starting on Oct. 29.

The United States Supreme Court, in a case originating from Charlotte, refused to decide whether cities may prohibit movies or other commercial amusements during Sunday church hours. It declined on the grounds that there was no substantial federal question involved to review the appeal of Charles B. McGhee, Charlotte drive-in operator, who had been fined \$10 in Charlotte Municipal Court for violating a Charlotte ordinance restricting the showing of Sunday movies to between 1:30 and 6:30 p.m. and after 9:30 p.m. McGhee had attacked the ordinance on the grounds that it was designed to "drive citizens into the churches" and had argued that if movies were to be prohibited during certain hours on Sundays, radio broadcasting, TV programs, and other amusements should be required to halt during the same hours. His conviction was upheld in Mecklenburg County Superior Court and by the State Supreme Court before being appealed.

The State has begun a complete renovation program, but, according to W. S. Jordan, manager, will remain open throughout the operation.

Miss Marilyn Rankin, secretary to Bill White, manager, Southeastern Theatre Equipment, is engaged to Jimmy Patterson, son of Carlos Patterson, office manager, Columbia. Patterson was salesman at Southeastern for three and one-half years and is now employed in the office of Mack Motor Truck Corporation. The wedding will take place on Nov. 7. . . . Stellings-Gossett Theatres, Charlotte, has taken over operation of the North 17, Skyline, and Wrightsville Road Drive-In, Wilmington, N. C. . . . The Rendezvous, North Wilkesboro, N. C., was destroyed by fire. . . . Mrs. Pauline Griffith, secretary, Theatre Owners of North and South Carolina, underwent surgery.

The Pungo Drive-In, to be located midway between Pantego and Belhaven, N. C., will soon start construction for opening in the early spring. Owners are Thornton Sawyer and Ray Everett. . . .



Seen at the recent ninth annual convention of the Colosseum at the Jung Hotel, New Orleans, were, left, left to right, Tom McKean, national treasurer; Bernard J. McCloskey, City Commissioner, representing the mayor; Ray Wild, president; Floyd Klingensmith, secretary, and James McCormick, vice-president. On the right are seen the new national officers, standing, rear, left to right, McCormick, vice-president; Wild, president; and Glen Haviland, second vice-president; and front, left to right, Edgar Shinn, treasurer; David Beznor, counsel; and Jack Eckhardt, secretary.

Queen City Booking Service is doing the buying and booking for the Swansboro Drive-In, Swansboro, N. C., and the Holliday Drive-In, Shallotte, N. C. . . . Jim Hardie, booker, United Artists, resigned. . . . James C. Peeler has taken over operation of the Gloria, Ninety-Six, S. C., formerly owned and operated by J. L. McConnell. . . . Mrs. Ruby Bradley, United Artists, is home after several days in the hospital. . . . Margaret Adams, inspectress, Columbia, resigned. . . . Earl Collins, Hollywood Television Service, Hollywood, was in conferring with Cy Dillon, Republic branch manager. . . . Bill Simpson, office manager, Kay, was on vacation. . . . Ted Toddy was a recent visitor.

Seen were Charlie Holliday, Pine, Pine Tops, N. C.; O. T. Kirby, Palace, Roxboro, N. C.; Cary Caudell, Danca, Wallace, N. C.; F. A. Green, State, Timmons-ville, S. C.; Mrs. Sam Garber, Williston, Williston, S. C.; and S. G. Rogers, Chatham, Pittsboro, N. C.

Jacksonville

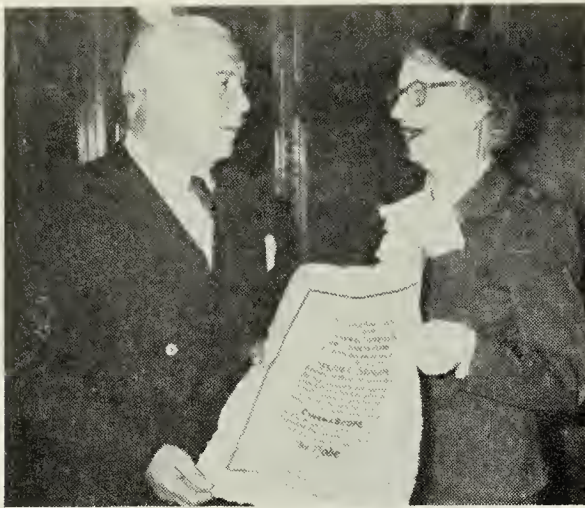
Fred Hull, Metro branch manager, went to Atlanta for conferences. . . . At the invitation of T. P. Tidwell, 20th-Fox branch manager, all his employees attended a private showing of "The Robe" at the Florida. . . . Louis J. Finske, vice-president, Florida State Theatres, was in New York City on business. . . . J. S. Carscallon, owner, Skyway Drive-In, Tampa, Fla., called.

Bob Anderson, manager, Main Street Drive-In; Horace Denning, owner, Atlantic Drive-In; Howard Pettengill, exploiteer, Florida State Theatres; Arvin Rothschild, general manager, National Theatre Enterprises; and others were making preparations for the annual 3-day meeting of the Motion Picture Exhibitors of Florida.

Robert Heekin, manager, Florida, and city manager, FST, plastered lamp posts lining all main streets leading into the heart of town with two-color show cards which bore this message: "Welcome To Jacksonville, 'The Robe' and CinemaScope. Opening at the Florida Theatre, October 16." All theatre attendance records were broken. A later midnight showing of "The Robe" was held for the out-of-towners who had attended the Florida-Citadel night football game.

Harvey Bellamy is Sheldon Mandell's new assistant, St. Johns. A former theatrical worker, Bellamy resigned from the Roy Smith Company. . . . Mrs. Bobby Preacher substituted for Mrs. Lillian Parker as manager, Brentwood, during the latter's leave of absence. . . . Phil Lentz, former manager, Palace, was advanced by the Carl Floyd Circuit to the manager's job at the Dale Mabry Drive-In, Tampa, Fla. . . . Jimmy Paul, manager, Follies, changed his policy to action and burlesque films. . . . Mabel Leventhal, manager, San Marco, booked a new series of art motion pictures.

Harry Botwick, general manager, FST confection sales department, returned from Chicago, where he attended the popcorn convention.



Mrs. Dean Gray Edwards, chairman, motion picture committee, General Federation of Women's Clubs, recently presented a special scroll honoring Spyros P. Skouras and the first 20th-Fox CinemaScope production, "The Robe," in a presentation at the film company's home office.

Memphis

Visitors were: Mr. and Mrs. Sid Gullett, Benoit, Benoit, Miss.; Leon Rountree, Holly and Valley, Holly Springs, Miss., and Water Valley, Miss.; Van Duncan, Lobelville, Lobelville, Tenn.; Paul Harrington, Calvert Drive-In, Calvert City, Ky.; John Hurd, Maxie, Trumann, Ark.; John Crabtree, Merlu, Clarendon, Ark.; Louis Mask, Luez Bolivar, Tenn.; Horace Stanley, Radio, Beebe, Ark.; Orris Collins, Majestic, Paragould, Ark.; Guy Amis, Princess, Lexington, Tenn.; Mr. and Mrs. Glen Moser, Gay, Olive Branch, Miss.; Mr. Goff, Rustic, Parsons, Tenn.; Mart Monger, Mart, Calhoun City, Miss.; Roy Cochran, Scenic Drive-In, North Little Rock, Ark.; Mrs. W. E. Smith, Langley, Newport, Ark.; and T. E. Shaw, New Dixie, Fulton, Miss.

Installation has been made of the south's first seamless wide-screen at the Ritz by owner Dave Flexer. . . . M. H. Brandon, president, Film Transia, journeyed to Los Angeles for the American Trucking Association convention. . . . Augustine Cianciola's Plaza opened with an Allied Artists first run double bill. . . . "The Robe" played to more patrons on the seventh day than on the opening day in the Malco. . . . Allied Artists branch manager Bailey Prichard is beaming



Sir Carol Reed and Lady Reed recently arrived at Idlewild Airport, New York, from Paris. Sir Carol is in this country in connection with the American premiere of "The Man Between," a London Films production, due at the Victoria, New York City. Lopert is releasing in the United States.

with pride. His son, Bailey Warwick Prichard, graduated in dentistry with the highest average of 29 graduates.

New Orleans

Albert G. Pabst, manager, Buffalo Engineering Company, Dallas, was in to confer with Frank Smith, Smith Refrigeration Sales and Installation. . . . Masterpiece tradescreened Jack Broder's "Hannah Lee." . . . John Schaffer, Sr., Schaffer Film Delivery Service, is back after eye surgery. . . . Harry Brown, booker-manager, Century, Mobile, Ala., was in as were Teddy Solomon, McComb, Miss.; E. Beregi and N. Erdey, Osyka, Miss.; and Mr. and Mrs. Frank Olah, Star, Albany, La.

W. W. Page, Page Amusement Company, Robeline, La., apparently in good health before retiring, died in sleep in the pre-dawn hours on Oct. 11 at his home in Robeline, La. He was in his early 50's. Immediate survivors are his widow Mary, daughter Becky, son-in-law John Luster, and one grandchild. Among those attending the funeral in Robeline were C. J. "Jimmy" Briant, MGM manager; W. A. Hodges, Hodges Theatre Supply; T. P. Thompson, Paramount salesman; John Winnberry, Columbia salesman; and Doyle Maynard, Don, Natchitoches, La.

Luther Slayton took over the Lion, Scooba, Miss. . . . George Jeffery, Palace Pictures, Inc., was here to consummate a deal with F. F. Goodrow for the distribution of "Violated" in the exchange territory.

Cecil B. DeMille narrated the reenactment of the transfer of the vast Louisiana territory from European to American ownership in an outdoor ceremony in Jackson Square. Co-stars of the reenactment were President Dwight D. Eisenhower and Henri Bonnet, French ambassador. The ceremony climaxed the Sesquicentennial of the Louisiana Purchase. E. V. Richards was m.c.

Charles Waterall's Waterall, Prichard, Ala., is being equipped for CinemaScope presentations. New air-cushioned seats were also supplied by American Desk Manufacturing Company. Credit for the sale went to Paul Shallcross.

The big day of the New Orleans WOMPI was Oct. 24, when the officers and board were officially installed, and the charter was presented for signature by all charter members at the October Luncheon at the Metairie Country Club. The charter membership closed on Oct. 1, with 135 members, leading Dallas and Atlanta. In charge of arrangements and preparations for the luncheon were President Loraine Cass, Augie Woolverton, Ruth Toubman, J. Thon, N. Odom, Pat Wagner, Catherine Bonneval, Mrs. I. Gessinger, Mrs. E. Clay, Mrs. Blanchard, Catherine Buffett, and chairman Connie B. Aufdemorte.

Hank Jackson, here in the interest of A. L. Royal Theatres, Meridian, Miss., said that his boss has his shoulder to the grindstone looking after the production of Panorama's first, in production in Silver Creek, Miss.

**Cancer
strikes
one in
five**

Strike back

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars strike back at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

**Give
to conquer
cancer**

**American
Cancer Society**

Rouge, La. . . . Robert Moizon is back after a vacation swing in the east.

Alvin Daste, Cafin, invested in an Aristocrat popcorn machine purchased from G. Y. Harrell, Manley, Inc. . . . Jerry Comeaux, Rex, St. Martinsville, La., checked bookings with buyer-booker J. G. Broggi, as did Clarence Galle, Illings, Ocean Springs, Miss.

D. J. Olister, manager, Do Drive-In; Paul Sheffer, manager, Crescent Drive-In; and Robert Molzon, Norco, La., were around.

Francis Didier, president, Visual Service, Inc., was a Chicago caller. . . . National Theatre Supply sold wide-screen and lenses to Doyle Maynard's Don, Natchitoches, La.; W. W. Hawkin's Hawkins, Newellton, La.; and "Hap" Bruno's Bruno, St. Joseph, La. . . . Joyce Freeling, NTS steno, celebrated her 21st birthday. . . . Mr. and Mrs. Abe Berenson and Mr. and Mrs. F. G. Prat, Jr., were back from Allied's meet in Boston.

RKO's "Louisiana Territory" had its world premiere at Loew's State. A "Miss Louisiana Territory" was named in a direct tieup with the RKO film. She was introduced to the holiday throngs by Ed Sullivan who served as master-of-ceremonies, and the event was covered by TV as well as radio and the press. "Miss Louisiana Territory" was selected from five cities through an elimination contest in which theatre and TV audiences participated. Schools were also engaged in a tieup with the picture by vying for Louisiana Territory cup awards donated by RKO. Window displays and a special section in The Times-Picayune and The Evening States complete the campaign.

The H. and T. Theatres, Inc., Opelousas, La., received a charter for a drive-in valued at \$60,000.

Florida Miami

Cue magazine, New York entertainment weekly will publish a Greater Miami edition starting with the issue of Dec. 19. Cue, now in its 19th publishing year, has been studying the possibilities of out-of-town editions over a long period, according to Archbold van Beuren, published. The Greater Miami edition will carry listings and advertisements of hotels, restaurants, sports events, night life, radio, television, movies, shops, and articles devoted to the world of entertainment in the Miami area and its environs. Editorial and business offices have been established at 701 Dade Commonwealth building. Local advertising will be solicited for the Greater Miami edition by the Hal Winter Company.

A series of children's plays, with a professional adult cast, will be presented at nine Wometco houses beginning on Nov. 14. Each play will be shown a different Saturday morning at the Miracle, Coral Gables, Fla.; Surf, Miami Beach, Fla.; Essex, Hialeah, Fla.; Gateway, Fort Lauderdale, Fla.; Tower, Rosetta, Miami Beach, Fla.; and Capitol, Center, Miami, Fla. The series

is known as the Sam Hirsh Junior Playhouse, Hirsch being a professor of drama at the University of Miami and producer of the Casablanca Players, a local legitimate group. Cooperation of the school board and Parent-Teacher Associations has been obtained through the efforts of Walter Klements, manager, Mayfair Art. The series is regarded as an interesting innovation in theatre presentation and will be watched with interest.

A. W. Corbett, general manager, Cloughton Theatres, was elected secretary, Clyde Beatty tent, Circus Saints and Sinners Club of America. . . . A test run proved the wide-screen at the Variety, Miami Beach, Fla., very satisfactory. . . . A special screening of "The Sea Around Us" was held at the Royal for members of the Marine Laboratory of the University of Miami, yacht club members, fishing editors of the newspapers, etc.

Managerial shifts included Herb Rubinstein to manager, Parkway; Chet Gole, assistant, Tower; and Harry Gabriel, relief manager, Wometco Circuit. . . . Irene Karcher is new in the Wometco payroll office. . . . Janie Treccase, secretary to C. J. Achee, Wometco controller, is taking a leave of absence. Her husband is manager, Surf, Miami Beach, Fla. . . . The first "Symphony Week" ever to be observed here has been proclaimed for Oct. 25-Nov. 1, preceding the first season concerts of University of Miami Symphony orchestra. Sponsoring activities of "Symphony Week" are members of the University of Miami Symphony Club, whose president is Mrs. Mitchell Wolfson, wife of the Wometco coowner.

Almost 90 cars were counted at the second Sunday morning worship service in the Lauderdale Drive-In, Fort Lauderdale, Fla. The services, sponsored by the First Christian Church, are being held each Sunday.

Feature films will be transmitted via closed circuit television to hotel rooms in 10 Miami hotels through arrangements made by the Emeff Corporation. Each hotel will pay \$1.50 per room for the telecasts, and the charge will be passed on to guests.

Louisiana Baton Rouge

American Legion members drew up a resolution with reference to a proposed showing of Charles Chaplin's "Limelight" at the Paramount. Picketing was threatened. Tom Mitchell, manager, Paramount, tried to explain that bookings of the film were cancelled twice and that the distributors were demanding he play or pay for the film, but that he would see what action he and other operators might take.

Mississippi Canton

A charter of incorporation has been granted Akins and Harrell Corporation to operate theatres, amusement parks, and other business enterprises.

NEWS OF THE

Territory

Chicago

John Balaban, 59, and his son, Bill, celebrated their birthdays. . . . Warners asked Federal Judge Igoe for an extended run with "So Big."

Ed Dlouhy, veteran manager, was transferred by B and K from the Roosevelt to the State. Sam Levin, Uptown, and Ken Edgerly were appointed to direct the Roosevelt. . . . The Oriental, installing CinemaScope, will start with "How to Marry a Millionaire."

Katie Gramelspaker succeeded the late Chris Winkenhof as Gem operator, Huntinburg, Ind. . . . Richard Morris, veteran projectionist, passed on.

Ben Eisenberg, former AA branch manager, reopened the Royal.

Ansel Winston, Grand manager, was transferred by RKO to Dayton, O., as city manager of its three houses. He is succeeded here by Gerald Sullivan, long assistant, Grand, and Tyrus Anderson.

Dallas

Mr. and Mrs. Allen Bobbitt welcomed a baby boy into the family. Bobbitt is head booker for Metro and his wife, Dorothy, formerly worked there as secretary to A. V. Philbin. . . . Employees of Warners have a Warner Club which supervises employee activities. New officers are: president Robert Pedretty, booking; vice-president in charge of entertainment James Fry, inspection department; vice-president in charge of welfare Howard Dickens, booking; vice-president in charge of membership June Miller, cashier's department; secretary Lula Cothran; booking stenographer; treasurer Sue Hopkins, booking department; and, district manager Ed Williamson, in charge of contributions and loans. The club handles company parties, loans to employees who are ill, welcoming new members, and other activities. Money is obtained from soft drink machines, candy bars, and nominal dues.

Randolph Scott and Don Cherry were in for practice before the Texas Cup Matches golf tournament given annually for the Gonzales Warm Springs Foundation. . . . Phil R. Isley and C. O. Wise, general manager, Isley Circuit, were in Lufkin, Tex., to oversee arrangements for the opening of the Panther Drive-In. . . . Louis Weber returned to his Metro office on a part-time basis after several weeks.

Debbs Hayle visited from the Jefferson Amusement Company, Beaumont, Tex. Neither Sam Landrum nor Hayle have moved their families to Beaumont as yet. . . . Ralph Fry, Paramount booking department, was in Methodist Hospital for a check-up. . . . Vernon Smith, Metro booking department, left for New York to take executive training.

PETTICOAT PRATTLE—Doris Wither- spoon, formerly of Horace Falls Booking Service, was married to Private First Class Robert Bruce Hart at Church of Christ. Carolyn Rains, Altec, was one of the bridesmaids, and a group of Film Row friends were guests at the wedding and reception. The Harts will live in Lawton, Okla., where the groom is stationed at Fort Sill, near Lawton. . . . Another new bride is Margaret Wiggins, who handles Columbia's switchboard and who is now Mrs. Roger Smedley. The newlyweds were in Indiana honeymooning. Lynn Russell relieved on the switchboard. . . . Metro's Ruth Woodard, secretary to Leroy Bickel, vacationed. . . . A Halloween party was planned by the service committee, Women of the Motion Picture Industry, for 16 children from Dean Memorial Home. Aged 6-12, the youngsters will be guests at Lou Novy's Varsity on Oct. 31 with manager Harold Teel acting as host and presenting free candy and popcorn. They will see comedies, cartoons, and a special picture. Members of WOMPI were invited to act as chaperones and furnish transportation for the youngsters. The service committee consists of chairman Lorena Cullimore, Columbia; Blanche Boyle, Theatre Enterprises; Melba Martin, Interstate; and president Verlin Osborne, Paramount. . . . Rosemary White, Metro, took along a birthday cake when she called on her ill boss, Louis Weber. Since it was their mutual birthdays, the cake was appropriately inscribed, "Happy Birthday to Us!" Mr. and Mrs. Weber and Rosemary celebrated by going out for luncheon, taking the cake along for dessert. . . . Marilyn Bragg, program chairman, Women of the Motion Picture Industry, announced the following committee in charge of the October luncheon: Louise Kay, Paramount, chairman; Marie Russey, 20th-Fox; Dorothy Shipp, Astor Pictures; and Genevieve Koch, United Artists. Lorena Cullimore, Columbia, chairman, service committee, arranged the program, an 18-minute 16mm. film regarding activities of the school for retarded children, narrated by Mrs. Robert Walker, with Mrs. Brook Dougherty acting as projectionist. The work with development of these children is being considered as a possible service project. . . . Several resignations among the officers due to increased activities have occurred. Mable Guinan, Tower, has taken a three-month leave of absence, and was replaced on the board by Isabella Allport, Phil Isley Theatres, and Freda McCrary, Buddy Harris Theatres, was replaced by Rosa Browning, RKO. Two committee chairmen were replaced when Virginia Simmons, Heywood Simmons Booking Service, asked to be replaced on the social committee and Billie Webb, 20th-Fox, took over; Grace Folsom, Interstate, resigned from the extension committee, succeeded by Mildred Freeman, Rowley United. Stormy Meadows heads the new finance committee, and National Screen Service's Mary Robinson is a new member. . . . Alfreda Sturges, U-I billing department, is engaged to Sergeant Richard Rutter, who recently reenlisted in the army and who is stationed at Ft. Knox, Ky. . . . Ruby Christopher divides her time between Joe Love's work and helping with Heywood Simmons Booking Service duties.

Film Row was saddened by the sudden death of Harry Hardgrave, Tulsa, Okla. He suffered a heart attack. He had been with Rowley United over 20 years and had been manager of the theatre at Sherman, Tex., for many years before going into partnership with H. B. Robb, moving to Tulsa to manage the drive-in. Funeral services were held in Sherman, Tex., with interment here. Many Dallasites attended services, including H. B. Robb, John Rowley, C. V. Jones, Don Douglas, Frank Dowd, D. P. Callahan, Ray Elkins, Bill Slaughter, and Lloyd Pullen.

Leroy Bickel, branch manager, Metro, was host at a coffee-and-doughnut session when "All the Brothers Were Valiant" was screened at Interstate's Majestic. . . . Warners' district manager Ed Williamson returned from a week in Chicago. . . . Jack Zern's southwestern division of Altec stood third in the company's "ServiScope Sales Drive" for the second week.

Denver

Miss Helen Spiller, manager, Esquire, won the latest awarding of the coveted Clayton Long trophy, given occasionally by Frank H. Ricketson, Jr., Fox Inter-Mountain Theatres president, for outstanding theatre management and house-keeping. The trophy is in memory of the late Clayton Long, former manager, Paramount, Los Angeles, and later city manager of several cities in the Fox Inter-Mountain Circuit. Ricketson admired Long's devotion to the theatre. Following his death, he set up the trophy in his honor.

Pete Bayes, Paramount publicity man, is the father to a new daughter, Nora Bayes. . . . Bruce Marshall, Columbia salesman, is recovering rapidly from an eye operation performed at St. Luke's Hospital.

Ed Baumgarten, vice-president, Lip-pert, and Arthur Greenblatt, sales manager, were in conferring with Tom Bailey, franchise owner.

Mrs. Ted Knox, office manager, Service Theatre and Supply, is serving on the federal grand jury.

Seen on Film Row were: C. E. McLaughlin, Las Animas, Colo.; Frank Aydelotte, Fort Collins, Colo.; Glen Wittstruck, Meeker, Colo.; Merle Gwinn, Benkleman, Neb.; Neil Beezley, Burlington, Colo.; Mr. and Mrs. Fred Hall, Akron, Colo.; Don Beers, Santa Fe, N. M.; and Robert Smith, Steamboat Springs, Colo.

Des Moines

A. H. Blank, Des Moines and Paramount, took a large display ad to plug "From Here To Eternity" at the competitive RKO Orpheum.

The closed circuit Notre Dame-Pitt football game at the Paramount failed to attract very many customers at \$1.20 per seat, with the 1,700-seat house about one-quarter filled. The management indicated it was through with closed circuit football games this season.

Allen Gardner, 45, Logan, Ia., theatre exhibitor, was in the Mercy Hospital, Council Bluffs, Ia., with possible fractures as a result of an automobile accident near Logan.

Fred Armington, MGM salesman, returned to work after being hospitalized. . . . Arleta Simpson joined the Republic staff as a stenographer. . . . The Avery, Garner, Ia., raised its admission prices, with adults moved up to 55 cents and children's doubled to 20 cents.

Francis Whalen has taken over as manager, Schaller, Schaller, Ia. . . . Harold Klingman, at Primghar, Ia., for the past 10 years, is closing his house. . . . The annual Variety Club Christmas party will be held on Dec. 7. . . . Morris Rosenblatt joined Allied Artists as a salesman. He formerly was with the Black Hills Amusement Company, Denver.

Kansas City

Gladys Melson, Kansas City Booking and Buying Agency, and her husband returned from a vacation in New York City and Washington, D. C. . . . Paramount received a telegram for Ruth Turgeon, who was in New York en route to a vacation in Spain. Until she resigned she was Harry Hamber's secretary. . . . Billy Misteale, Paramount, returned from a vacation. . . . Irma Woods, also of Paramount, spent part of her vacation in New Orleans. . . . Mae Blair, head inspectress, Paramount, vacationed in Kentucky visting her brother.

Charles Palarimo, 20th Fox cashier, resigned. . . . On Charlene Blair's last day at Columbia she found her desk covered with gifts for the expected baby. . . . Norma Jean Murry, assistant cashier, Columbia, resigned. . . . Louise Hannis, in charge of Columbia's inspection department, has taken a leave of absence. After being with U-I in St. Louis and Dallas, Naomi Goode moved back and is secretary to branch manager Jack Langdon.

Bea Freeman, steno at Allied Artists, weekendend in St. Joseph, Mo. Anne O'Toole, Paramount cashier, returned from a vacation. . . . M. D. Utterback had a big turn out at the opening of the Rainbow Drive-in, Wichita, Kans. Martin Gravette, a partner, is the manager.

Plans are being made for the Kansas Missouri Theatre Association's 15th annual convention on Dec. 1. . . . Seen on Film Row: were Beverly Miller, Leavenworth, Kans., and Jay Wooten, Hutchinson, Kans., who returned from Canada; S. V. Egan, Spot, Siloam Springs, Ark.; Fielding Norton, Ritz Caldwell, Kans.; Ken Winkelmeyer, Casino, Boonville, Mo.; Elmer Bills, Lyric, Salisbury, Mo.; Clarence Schultz, returned from a Minnesota vacation; Louis and Ernie Black, Civic, Sabetha, Kans.; George Wadlington, Kansan, Fredonia, Kans.; and J. Leo Hayob, Mary Lou, Marshall, Mo.

Allied Independent Theatre Owners of Kansas-Missouri sponsored a meeting of area exhibitors, starting with a luncheon at the Aladdin Hotel. Featured on the program were reports of delegates who attended the Allied convention in

Boston, Beverly Miller, president, and Jay Wooten, board member and former president. The board also met.

Los Angeles

Five Southern California districts of Fox West Coast have been reduced to three, with Bruce Fowler, Los Angeles first-run manager, promoted to assistant to George Bowser, general manager. Houses handled by him will be grouped with the city district, and the newly enlarged total of 38 theatres will be piloted by W. C. Ricord, Jr., Dave Ross, and Roy Evans, upped from booker to district manager. Stan Brown, now handling Long Beach, Santa Ana and San Pedro, will take on all houses playing day-and-date with local first-runs, for a total of 21 houses, including San Bernardino, Pomona, Riverside, and other San Gabriel Valley towns. John Klee takes over supervision of all Los Angeles neighborhoods after Los Angeles first-run, adding the beach towns to his present Inglewood to East Los Angeles territory for a total of 28 houses. Fred Glass, whose district has been merged into the Brown and Klee units, moves to Northern California to take over Peninsula district.

At a recent meeting of the Warner Club the following officers were elected: president, George Tripp; vice-president, Milton L. Frankel; secretary, Vicki Peneda; and treasurer, Mildred Weber. . . . After absence, during which time he underwent surgery for an eye ailment, Jack Jacobs, National Screen Service salesman, returned. . . . Vaughn Taylor has been appointed manager Fox West Coast Monrovia, Monrovia, Cal., to succeed William Hertz. . . . Dick Carnegie, United Artists manager, was back after being confined by illness. . . . Jenny Pence, Warner contract department, was off on a two week vacation. . . . A re-opening of the long-shuttered Banning, Banning, Cal., is planned for late October.

The new crew of the Variety Club includes: Morton Scott, W. H. Lolier, Merle Chamberlain, O. N. Srere, Lloyd Owenby, W. C. Ricord, Jr., Willard Keith, J. E. McCarthy, Ezra Stern, Fred Stein, and Al Hanson.

Seymour Borde is the new RKO branch manager succeeding Harry Cohen, resigned. Borde, sales manager in Chicago since 1946, joined RKO 15 years ago.

Milwaukee

Ervin Clumb, manager, Riverside, spoke on 3-D films at a dinner meeting of the Fox Point Lions Club.

Dave Goldman, former branch manager, U-I, is the new buyer-booker for Stanley Warner; replacing Tom Cornell. . . . The Variety Club held a general meeting at the Fox-Head Brewery, Waukesha, Wis., a free buffet supper was served.

The Atlantic upped the children's admission from nine cents to 25 cents. This theatre is operated by John R. Freuler. . . . Manny Sperling, Confection Cabinet Company, Chicago, was confined to Henry Hospital for observation and treat-

ment. . . . Stereoscope sound and Astrolite wide-screens have been installed in the Park, Hayward, Wis., and Norwood, Phillips, Wis.

A farewell luncheon was given Tom Cornell at the Purple Heart Hall. He resigned from Stanley Warner to move over to Standard Theatres Corporation. . . . Boots Sharun, premium man, spent a few days in Detroit, Mich.

The special taxation committee of Common Council is looking at the city theatres as a possible source of tax revenue. A proposal by the city research team has been placed before the governing body for a three per cent admission tax.

All Fox Wisconsin theatres are installing Ashcraft super-high, water-cooled arc lamps for CinemaScope equipment. . . . Marvin Treedny, former manager, Beverly, Janesville, Wis., replaces Kenneth Staude as manager, Odeon, Beaver Dam, Wis. . . . Estelle Steinbach, new manager, Fox's Strand, said that "Martin Luther" seems to be a smash hit. . . . Anzelo Provizano, who operates the Alamo and Pix, was appointed by Mayor Zeidler to the City Service Commission for three years. . . . Benny Benjamin was in Chicago attending a sales meeting of Lippert. He manages Lippert.

Minneapolis

Police here ordered Sam Berger, Grand, to stop showing "Elysia." Berger, who was fined \$100 for showing an indecent film in July, was not arrested because the picture was not exactly "lewd of indecent," the morals squad said. However, police said they will report the incident to the City Council license committee, which warned Berger after his previous arrest that more complaints might bring revocation of license.

About 40 students carrying signs protesting admission price increases marched up and down in front of the State and Marshall, Marshall, Minn., for several nights. The students formed picket lines, but caused no disturbances. W. Hiller had no comment. . . . The Lake, Woodlake, Minn., managed by A. L. Davis, completed the changeover to a wide-screen. . . . James Rangard, Staples, Minn., has taken over operation of the Gilles, Wahpeton, N. D.

A new cry room has been installed in the Bijou, Ray, N. D., operated by Buford Berglund. . . . Ernie Hill, Warner salesman, vacationed at home.

Joe Friedman, Warner home office exploitation staff, was in to assist in setting the saturation premiere of "Calamity Jane."

Sheldon Kliman, manager, Riviera, Hastings, Minn., arranged a "Tarzan" calling contest in which youngsters competed with yells like "Tarzan" for a free pass and a bag of popcorn. . . . Kenny Gaines, head shipper, NSS, vacationed at his cottage in northern Minnesota.

Recent out-of-town exhibitors were Clarence Kaake, Duluth, Minn.; Norman Zimmer, Howard, S. D.; Grant Roseth, Underwood, N. D.; Bernie Larkin, Ma-

delia, Minn.; D. Peterson, Milnor, N. D.; and Walter Wenzel, Eureka, S. D. . . . Ted Karatz, partner, Gopher, with Ben Berger, and operator of drive-ins in Wisconsin, is going to make his home in Los Angeles. . . . LeRoy Miller, branch manager, U-I, was in Milwaukee for conferences with the S and M Circuit.

Oklahoma City

Teen-agers can attend movies at special reduced rates again this year, Mrs. J. N. Barnett, PTA motion picture committee chairman, assured. Mrs. Barnett said a canvass of theatres was underway to determine how many owners will participate. Last year, 21 theatres eased prices by five to 20 cents for 12,000 city school students holding ID cards. This year's prospects had been shadowed in past weeks by complaints the privilege was abused in some cases involving noise, disturbance, and property destruction. That promoted a serious study by representatives of all schools' student councils, including all-school ballots on whether the movie program was desired, and how it could be protected. Reports were heard at a meeting of theatre owners with student leaders and the PTA committees, and several who were ready to withdraw the privilege "changed their minds." Teen-agers' determination to improve the situation is developing, and a list of conduct rules, drawn by a city-wide editing committee, will be printed on the reverse side of every ID card.

The Theatre Owners of Oklahoma, Inc., held an "appreciation luncheon" for Senator Mike Monroney, a good will gesture in line with previous local luncheons given Senator Robert S. Kerr and Representative John Jarman, and those for other representatives in their districts to whom the TOO feels indebted for untiring interest in the federal admission tax repeal efforts.

Mrs. Blanch Camp, assistant cashier, Paramount, was vacationing in Okaloosa, Ia., with her father and brother. She also visited her daughter, Mrs. Forest Asher, in Great Bend, Kans. . . . Mr. and Mrs. L. J. Pellow have a new baby girl. Mrs. Pellow was formerly a booker at Paramount. They named the baby Timmie Kay.

H. B. Robb, Dallas, was in. . . . New owner of the Dill, Dill City, Okla., is Stanley Dugger.

Exhibitors in were Jack Pierce, Time, Stigler, Okla.; Melville Danner, Circle, Waynoka, Okla.; H. B. Leathers, Palace, Paducah, Tex.; Roy T. Shield, Sooner, Enid, Okla.; John Sanders, Melba, Cleveland, Okla.; M. A. Harris, Sundown Drive-In, Edmond, Okla.; Adolph Bell, Fawn, Jones, Okla.; Robert E. McFarland, Coronado, Putnam City, Okla.; W. H. Sticker, Harmony, Sand Springs, Okla.; B. J. McKeann, Royal, Tulsa, Okla.; Bill Cleverdon, Quartz, Blair, Okla.; Stanley Dugger, Dill, Dill City, Okla.; Don Abernathy, Royal, Fairview, Okla.; H. T. Burns, Opera House, Apache, Okla.; and H. S. McMurry, Evelyn, Dumas, Tex.

Omaha

Al Gardiner, former Warner and U-I salesman, who now owns and operates

theatres at Logan and Woodbine, Ia., was seriously injured when his car hit a bridge abutment. He is hospitalized in Council Bluffs, Ia. . . . Jack Renfro, owner, Theatre Booking Service, reported his wife was hospitalized for observation.

Tommy Carlton, who plays "Tarzan, Jr.," in the movies, paid a surprise visit at Childrens Memorial Hospital during a tour with his father. . . . Jack Jorgens, MGM salesman, recovered from an ear ailment. . . . "The Robe" opened at the Orpheum. . . . Republic district manager Paul Webster, New York, visited.

Jimmy Schlatter, manager, Town, resigned after three years with Ralph Goldberg Theatre Corporation to become a partner in the Midwest Advertising Agency with Jack Carlson. Paul Foreman, assistant manager, Goldberg's State and Broadway, and manager, Ames, will succeed Schlatter at the Town.

The 20th-Fox branch sales staff which flew to St. Louis for a division meeting included branch manager Joe Scott and salesmen Pat Halloran, Max McCoy, and Paul Bach. . . . Glenn Partlow will take over the theatre at Stuart, Ia., from C. W. Rogers.

Bick Downey, former exhibitor at Hastings, Neb., has purchased the Colonial, Hamburg, Neb., from the estate of the late Howard Colon. . . . Downey's State, Hastings, Neb., was gutted by fire. He plans to install wide-screen and new seats at the Colonial. . . . Dorothy Weaver reported her husband improving after being hospitalized as the result of a heart attack. She is the 20th-Fox cashier.

Ward Pennington, who left Paramount as Denver branch manager to run a drive-in at Beatrice, Neb., has gone back with Paramount as city salesman in Seattle. . . . Harry Wolker has been named by the Odell, Neb., community to operate the town theatre which has been closed during the summer.

Portland

Moe Burles bought out the interest of Larry Bristol in the theatres in Bingen and White Salmon, Wash. . . . Mr. and Mrs. Paul Conley, Elgin, Ore., are now operating the Rex.

St. Louis

The local industry gave a testimonial luncheon at the Congress Hotel for Nat Steinberg, former St. Louis manager for Republic.

Tom Bloomer, president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, announced that the organization's group hospitalization insurance plan with the Hardware Mutuals insurance organization will become effective on Nov. 1. All dues-paying members of the local affiliate of the Theatre Owners of America and their employees are eligible for protection under this low-priced group insurance plan. Information may be obtained through President Bloomer, c/o Bloomer Amusement Company, Belleville, Ill., or from Myra Stroud, managing secretary, MPTO. The board, officers, and convention committees co-chairmen gave full

approval to the insurance plan. The gathering also voted 100 per cent in favor of participating in and attending the industry testimonial for Nat Steinberg. The meeting also voted to advance funds to Miss Stroud to prepare Christmas boxes for members of the armed forces who find themselves in St. Louis unable to go home for that greatest of all holidays. The organization also voted in favor of showing the TOA Red Cross trailers.

In Newburg, Mo., the Lyric is operating under new management. Steman and Kendricks, Oklahoma City, took over the house under a lease from Clifford H. Hough, Lebanon, Mo.

In Raymond, Ill., the 350-seat Community, operated for several years by J. R. Thompson, formerly of Steeleville, Mo., closed.

In Lebanon, Mo., it is reported that the lease of W. T. Ash, formerly of Texas, on the Moonlite Drive-In will not be renewed, and that Clifford H. Hough of Lebanon, owner of the drive-in, will resume operations on his own account next year.

In Vandalia, Mo., the 324-car Vandalia Drive-In had its grand opening. Dr. D. A. Squires, Fulton, Mo., is the owner and operator.

The Secretary of State's office issued a certificate of incorporation to the Commonwealth Missouri Theatre Corporation, authorizing it to conduct a general theatre business. The company was formed for the purpose of operating the Missouri, Columbia, Mo., recently taken over by the Commonwealth Amusement Corporation.

In Belleville, Ill., Philip T. Hill, manager, Lincoln, Fox Midwest, was elected president, Belleville Chamber of Commerce.

Ray Anthony's band has been booked to perform at the Harvest Moon Festival of the Variety Club to be presented at the Kiel Auditorium on Nov. 14. Another big feature is to be the selection of the winners in the dance contest and talent quest being conducted by theatres, radio stations, and dance studios. A record crowd is expected to attend.

Harry C. Arthur, president, Fanchon and Marco, returned to attend the premiere of "The Robe" at the St. Louis.

Jerry Bahner, office manager, Paramount, departed for Bull Shoals, Ark., to enjoy some of the fishing, is on a vacation. . . . Mrs. Harvey Meyer, the former Miss Nancy Hoffman, a biller for Paramount, is back following her honeymoon.

Clarence Ritzler rejoined the local MGM organization as office manager. He was with the company here for 13 years prior to 1942. He then went to Indianapolis to become a booker for 20th-Fox.

Mrs. Edward Pinska, the former Jean Engel, secretary to the MGM head booker, returned from her honeymoon. . . . On Nov. 28, MGM's Miss Doris Holt is to be married to Patrick Gugliano.

Out-of-town exhibitors seen included Bernie Palmer, Columbia Amusement Company, Paducah, Ky.; B. M. Shelton, vice-president and general manager, and Elmer Rhoden, Jr., film buyer, Commonwealth Amusement Company, Kansas City; Rowe Carney, Jr., Rolla, Mo.; Judge Frank X. Reller, Wentzville, Mo.; Herman Tanner, Vandalia, Ill.; Bob Johnson, Fairfield, Ill.; Tom Bloomer, Belleville, Ill.; Bill Williams, Union, Mo.; Eddie Clark, Metropolis, Ill.; Bill Waring, Jr., Cobden, Ill.; Joe Goldfarb, Alton, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Charley Beninati, Carlyle, Ill.; A. B. Magarian, East St. Louis, Ill., and Bill Collins, DeSoto, Mo.

San Antonio

Roy L. McGregor purchased the Sunset. . . Mrs. Violeta Cantu was promoted to the booking department, Donald L. Smith film exchange. She was formerly with Azteca.

Among the out-of-town exhibitors were J. J. Rodriguez, Panamericano, Dallas; Frank Trevino, Ideal, Pearsall, Tex.; and Jone Navarro, National, Taylor, Tex. . . . An ammonia pipe broke at the Palace, but repairs were quickly made by Kelly Brandson, engineer. . . . A. H. Hilderbrandt, projectionist, Empire, returned from a fishing trip at Port Isabel, Tex.

Mrs. E. W. Hammer, owner, Fox, Waco, Tex., which was damaged in a tornado, announced plans for the reopening. Johnny Fuentes, Alamo, Pecos, Tex., started repairs and remodeling. . . . Services were held at the Leland, Taft, Tex., each Sunday while repairs were being made to the First Presbyterian Church. . . . Red Leathers, Palace, Paducah, Tex., installed a new screen. . . . The opening of the new El Rancho Drive-In, Midland, Tex., has been delayed.

W. E. Cox, Jr., is remodeling the Tower, Seminole, Tex., and installing a new screen and projection equipment. . . . A temporary wide-screen has been installed at the Martin, Mount Pleasant, Tex. . . . A high school pep rally was held in front of the Main, Nacogdoches, Tex. Arrangements were worked out by Billy Joe Hardy, manager.

Salt Lake City

The Independent Theatre Owners of Montana held its two-day annual meeting at the Northern Hotel, Billings, Mont., with over 100 theatre owners and distributors in attendance. Following a directors' meeting and a luncheon, at which Kenny Lloyd was master of ceremonies, the general sessions got under way with A. M. Jensen, Superior, president, presiding. Feature speaker was Rotus Harvey, San Francisco, president, Western Theatre Owners. Talks on theatre insurance and appraisal were given by J. H. Moran, Laurel, and D. E. Sissom. Continued pressure for the removal of the federal 20 per cent admissions tax was a major item discussed.

C. R. "Buck" Wade, branch manager, Universal-International, has been named

local chairman for the Will Rogers Memorial Hospital Fund drive. A meeting was held in the 20th-Fox screening room with all branch managers in attendance. . . . Associated Film Exchanges secured the exclusive rights for the Intermountain area for the distribution of Pola-lite glasses for 3-D. . . . K. O. Lloyd, branch manager, 20th-Fox, was among those attending the Montana State Exhibitors convention in Billings, Mont. . . . Bus Campbell, Associated Exchanges, and Mrs. Campbell are enjoying a visit with their son, David, on leave from the navy. While visiting his parents he accompanied his father, Bus, Russ Dauterman, also of Associated Exchanges, and Dauterman's son on a deer hunting trip to Green River, Wyo. . . . Congratulations go to Frank H. Smith, Jr., booker, Allied Artists, and his wife, Evelyn, who were given the "Valentine for the Day" in Dan Valentine's column in The Desert News-Telegram. They received this honor for their help to an elderly neighbor lady in taking her to the grocery store every Saturday. After moving from her neighborhood, they still go miles out of their way to see that her needs are taken care of.

Exhibitors in were Les Brown, Isis and Grand, Preston, Idaho; Mark Neilson, Main, Smithfield, and Roxy, Brigham City, Utah; and also Otto Jorgensen, Main, Garland, and Orpheum, Tremonton.

San Francisco

The industry turned out in force for the testimonial luncheon honoring H. Neal East at the Variety Club upon the occasion of his leaving the city to live in Los Angeles because of his recent appointment as Paramount assistant western manager. . . . Fox West Coast Theatres put the 600-seat Redwood, Redwood City, Cal., on a weekend only basis, the same for the 600-seat Hi-Ho, Paso Robles, Cal. . . . Amus Hanson, manager, Fox, resigned to go into the grocery business in Eureka, Cal. George Barnes, manager, Cinema, moved up to Fox manager. . . . Fred Glass, Southern California, replaced Fay S. Reeder as FWC Peninsula manager. Reeder is now Oakland, Cal., city manager, replacing Frank Burhans, resigned. . . . George Glosser, head booker, United Artists, is on a vacation. . . . Frank Harris, manager, UA, returned to work following hospitalization. . . . Don Tylor, head shipper, Warner, resigned. . . . L. E. Tillman, Columbia manager, was east for the Columbia convention. . . . Jerry Zigmond, western division manager, AB-PT, was in New York.

Leaving for the TOA convention in Chicago were James R. Barry, president, Western Theatrical; Dave Petersen, store manager, Western Theatrical; and Robert Schult, RCA representative. . . . Herman Rosen, owner, Royal Amusement Company of Honolulu, was in to look over the new processes. . . . Lou Marin was in for the "Big Heat" exploitation for Columbia. . . . John Boles, Boles and Hurley Booking Agency, is now handling the Northfork, Northfork, Cal., for Tiny Turner and the Five Points Drive-In, Five Points, Cal., for A. D. Ruff.

Members of Local 162 celebrated an enthusiastic first birthday of the welfare fund. According to business manager John Forde, members have materially benefitted under this plan in the amount of \$17,000 in benefits. This figure includes three death benefits which paid \$2,500 each.

Manager Hargis Arnett, St. Francis, squired Cynthia Bell, in "The Redheads From Seattle," around. . . . The St. Francis is preparing for the world premiere on Nov. 24 of "The Bigamist." President Irving H. Levin, Filmmakers Releasing Organization, was in San Francisco for meetings with district manager Earl Long to set plans. Joan Fontaine, Ida Lupino, Edmund Gwenn, Edmond O' Brien, and Collier Young, will be in for the affair. . . . George Brand, assistant manager, Orpheum, is acting manager, United Artists, while Horace Tapper vacations.

Seattle

Joseph Earl Comer, 54, MGM office manager, died in Doctor's Hospital following a heart attack. He started 37 years ago with MGM in Minneapolis and rose to head booker. He was also head booker in Los Angeles and Salt Lake City and became office manager here in 1936.

Paul D. McElhinney, Republic branch manager, was elected local chairman, Will Rogers Memorial Fund drive, at a meeting of all branch managers. Will Connor, Hamrick Circuit, was appointed chairman of the theatre division by McElhinney. . . . William Tedford, Evergreen Circuit, was in Spokane, Wash., supervising the opening of "The Robe" at the Fox. . . . Dick Newton, manager, Sterling's Northgate, resigned to accept a position at the Paramount, Portland. . . . At Northwest, Zollie Volchok returned from a trip to Portland; salesman Al Larpenteur was back from Southern Oregon; Estelle Gloves is the firm's new cashier; and Mercedes Cleveland attended the University of Washington-Oregon State football game in Portland.

Bill Stahl has been named as salesman for National Theatre Supply. He drove west with his family to his new post from Cleveland, where he had been with that city's branch of NTS for 12 years. . . . G. Compston, new owner, Olympic, Arlington, Wash., was in. . . . Harold Sohns, manager, Lake City, was taking a vacation. . . . Mr. and Mrs. Charles Lawson, Local Film Delivery, were vacationing in California. . . . Rad Pratch, owner, Real Arts, Tacoma, Wash., was in. . . . Peter Barnes, with headquarters in Toronto, flew east. . . . The Rainier, Renton, Wash., held a special Saturday kids program promotion, with admission nine cents plus a sales slip from any merchant.

Mrs. Jessie Wilson has been appointed acting supervisor, University of Washington Film Center, Lloyd Schram, director, Adult Education and Extension Services, announced. Schram also announced the appointment of Mrs. Marie McGowan as distribution coordinator.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Meyer Adleman, Philadelphia, States Film Service president, was in, and then, with P. K. Wessel, company treasurer, visited the Indianapolis office, and moved on to Chicago for a company stockholder's meeting. . . . Business trips were made by Philip Fox, Columbia branch manager, to Pittsburgh; James S. Abrose, Warner branch manager, to Springfield, O., and Henry Rolnick, district Drive-In manager, Berlo Vending Company, to Chicago for the International Popcorn and Concession Industries convention.

Phil Isaacs, Paramount branch manager, Washington, D. C., visited. . . . Nathan Mutack has been transferred from MGM, Milwaukee, to the local office as a booker.

Exhibitors in were George Turlukis, Hamilton, O.; Chalmers Bach, Eaton, O.; William Hitchcock, Winchester, O.; Hank Davidson, Lynchburg, O.; Lou Wetzel, Dayton, O.; Mrs. Gilbert Ogden, Warsaw, Ky.; James Denton, Owingsville, Ky.; William Cain, Louisa, Ky.; Ralph McClanahan, Irwin, Ky.; James B. Howe, Carrollton, Ky.; A. M. Miles, Eminence, Ky.; H. J. Gilbert and his son, Princeton, W. Va.; Mr. and Mrs. Roy Napier, Ward, W. Va.; and C. B. Huekle, Huntington, W. Va.

After four weeks at the Albee, Columbia's "From Here To Eternity" was moved over to the Grand to make way for 20th-Fox's "The Robe." . . . Recent vacationers were Elmer Staubitz, assistant district manager, Berlo Vending Company; Arthur Adams, MGM salesman in West Virginia; James Doyle, Paramount salesman in West Virginia; and Margaret Lutz, secretary, Wiethe Theaters.

David Olsen, husband of Annabell Ward, Ward Enterprises, Lexington, Ky., who suffered a heart attack, is recuperating satisfactorily.

The National is being demolished for a parking lot. . . . Nancy Stewart and Marlene Ottlinger, U-I clerks, resigned to enter college. . . . Margaret Woodruff, Columbia head booker, spent a weekend in Columbus, O.

William W. Howard, vice-president, RKD Theatres, was in for the opening of "The Robe" at the Albee. He was host at a cocktail party for city officials and newspaper, TV, and radio representatives. His Dayton, O., visit coincided with "The Robe's" premiere performance at RKO Keith's.

Lloyd W. Krause is the new branch manager for RKO, succeeding Stanley Jacques, resigned. He was a salesman, covering the city.



Using a special still provided by U-I, which features Lori Nelson, co-star, "The All American," Carl Ferrazzo, manager, Keith's, Cincinnati, recently developed an unusual window display with a sporting goods store.

Cleveland

"The Robe" Hippodrome, is exceeding all expectations, reportedly grossing over \$70,000 in its opening week.

Harry Buxbaum, Paramount branch manager and distributor chairman, Will Rogers Hospital Fund drive, called all exchange personnel for a meeting.

Herbert Ochs, who operates Drive-Ins in Canada, reports the best season since 1950. . . . Bert Schoonmaker, owner, World, Toledo, O., did not meet his schedule to leave this month for an Alaskan vacation trip. He was detained by business.

Bernard Rubin, head, Imperial, was in New York to attend a screening of "The Bigamist." . . . Mr. and Mrs. Arthur Leazenby, Sr., Detroit, spent the weekend as guests of their son, Art Leazenby Jr., Paramount publicity representative, to celebrate their 45th wedding anniversary.

"How To Marry a Millionaire" and "Beneath the 12 Mile Reef," the next two CinemaScope pictures, will play the Allen and RKO Palace, respectively.

Edward Graves, who twice served as president, Local F-5, was elected at a special meeting to serve once more to complete the unexpired term of Nate Gerson, resigned. Graves will hold the post until Jan. 1, 1955.

(Continued on next page)



Paul Jacobs, La Roy, Portsmouth, O., invited several former German and Korean prisoners of war to appear at the recent premiere of Paramount's "Stalag 17" and tied in with a local drive for blood donors.

Ohio Exhib Group
Divulges TV Terms

COLUMBUS, O.—The Independent Theatre Owners of Ohio, an Allied affiliate, reported in a bulletin to its membership that closed circuit television is now available for most state localities. The unit has been appointed as sole Ohio selling agent, and will make equipment available to members only.

There are two types of equipment. The RCA equipment, now being used in Cincinnati, Dayton, O., Toledo, O., and Cleveland, will be placed in a theatre upon payment of \$2,000 for which Box Office Television guarantees 30 events per year. The exhibitor also pays installation costs, which vary from \$1,500 to \$2,500 per year. RCA will supervise installation at no cost.

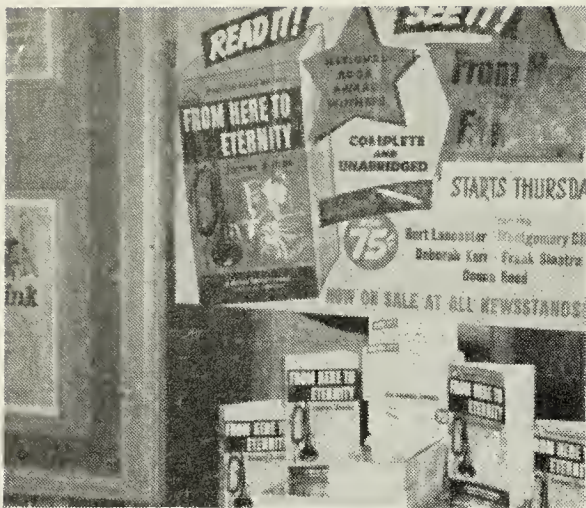
The portable equipment will throw a picture 15 by 20 feet from a distance of 20 feet from the screen and will be installed free in theatres. The exhibitor agrees to pay BOT \$1,500 per year, or \$50 for each of the 30 events. If there are more than 30 events, there is no additional charge.

There will be no events on Friday, Saturday, Sunday, or holiday evenings, and signed thus far for closed circuit television are Notre Dame football games, Harlem Globetrotter basketball games, and certain musical events.

It is planned to telecast some legitimate shows and outstanding fights as well.

BOT will open the coaxial cables and local telephone loops and pay for them. For an event which does not occupy a full show, the exhibitor will pay 50 per cent of the gross receipts to the first \$500 and 25 per cent thereafter. If any sales meetings can be arranged for off hours and the exhibitor wishes to participate, BOT will pay \$200 for each one.

Drive-ins may utilize the equipment, with the charge based on the season and number of events. Only the RCA equipment is suitable for open-airers. The bulletin points out that the equipment is more suitable for neighborhood theatres in large cities or "B" houses in small towns than for large downtown first-runs. It is also doubtful whether the plan is economically feasible for houses of less than 700 seats. No money need be paid until the theatre is notified as to what date the lines can be put in.



This book display was recently arranged by Mel Gaitskill, manager, Schine's Paris, Paris, Ky., as part of his campaign on Columbia's "From Here To Eternity."

Cleveland

(Continued from preceding page)

Bob Weber, assistant to Paramount division manager Howard Minsky, and Phil Isaacs, Washington branch manager and captain, 1953 sales drive, were in to confer with Harry Buxbaum.

The Town, Marblehead, O., closed most of the year, is now being dismantled. This leaves the town without a theatre. . . . Duke Hickey, U-I publicity representative, was back after escorting Mamie Van Doren, U-I starlet, on a tour.

The Colonial, Akron, O., Shea house, is scheduled to open with "The Robe" on Oct. 28 and the Palace, Canton, O., Constant circuit, has a Nov. 8 opening date. . . . The Smithfield, Smithfield, O., closed. . . . Larry Circosta, owner, Ritz, Shandyside, O., was a visitor. . . . Another visitor was John Romanowski, Park, Bethesda, O.

Dick Wright, district manager, Stanley Warner, has made several new managerial appointments. Vogel Gettier becomes manager, Palace, Lorain, O., to succeed William Harwell, on leave of absence, and Joe Murdock becomes manager, Ohio, Mansfield, O., succeeding Robert Lytel.

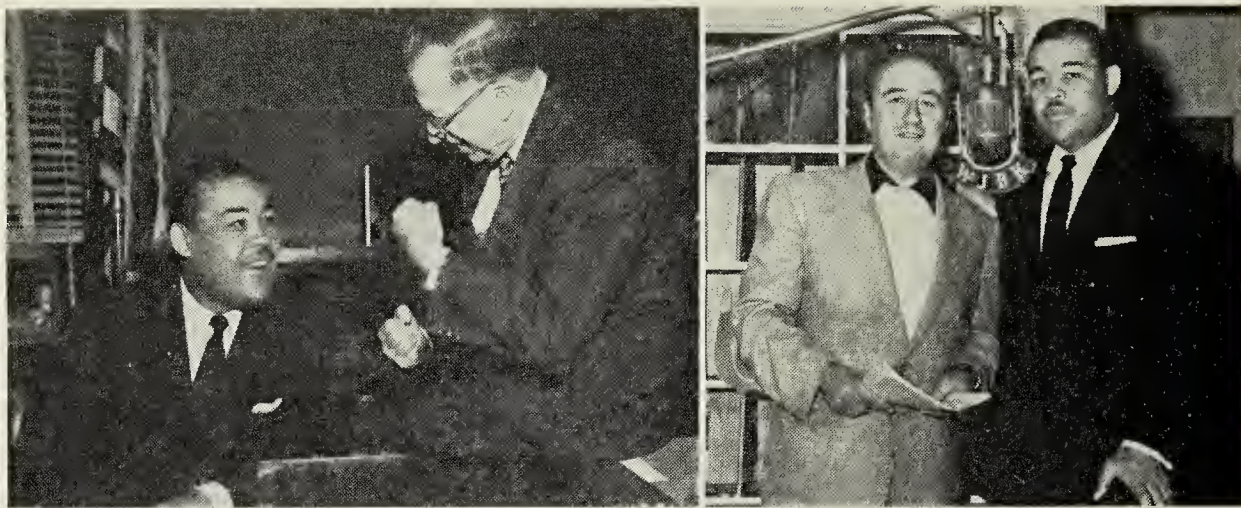
Frank Masek, National Theatre Supply branch manager, furnished the Colonial, Akron, O., and the Palace, Canton, O., with Simplex stereophonic sound. His organization is also furnishing a big Magic Mirror screen and anamorphic lenses for the State, Sandusky, O., Astro-lite screen for the Daniel, Warren, O., Walker screen for the Lake, Painesville, and a Walker screen for the State, Cuyahoga Falls, O.

Major Albert Warner, Warners' vice-president, addressed Governor Lausche's Sesquicentennial luncheon as an Ohio favorite son.

Detroit

The Music Hall became the second Cinerama theatre to "go over the top," it was revealed with the announcement that "This Is Cinerama" has grossed more than a million dollars since its opening.

Extensive word-of-the-mouth build-up, which resulted from screenings of Warners' "The Beggar's Opera," for heads



During the recent Detroit world premiere of UA's "The Joe Louis Story," Broadway Capitoll, Louis checked Mayor Cobo's version of the old one-two at a city hall visit. On the right, Louis is interviewed by Detroit disc jockey Ralph Binge during a series of radio and TV plugs.

of leading civic, society, educational, cultural and women's groups, drama and music editors, British consul and radio, and television directors, aided the premiere at the Krim. . . . Dr. Vincent T. Wall, English department, Wayne University head, urging all faculty members to see film and devote a lecture to it. . . . Local drama student, dressed as highwayman, personally extended invitations to the special screenings.

Dillon Krepps has been plugging "The Robe" at the Fox on his United Artists marquee.

The Broadway Capitoll premiere of "The Joe Louis Story" came through with a flash. United Artists publicist Howard Pearl has a print set to show Joe Louis' ailing mother as soon as hospital authorities will allow.

Foreign films reviewed by the Detroit police censor increased 35 per cent in September and domestic film footage dropped 25 per cent. The total passed without a single cut, the second month in a row. . . . Lee Ward left Mount Pleasant to work for Cooperative Theatres. . . . A public relations business in Wainae, Hawaii, will be the richer for getting Warren Slee, late of MGM. . . . Al Ackerman was badly shaken when struck by an auto in front of the East Side. . . . Operator of the Liberty, Grand Rapids, Mich., Herbert Bosheven announced its closing. . . . Mark Parsons, while having cataracts removed, left the management of the Broadway Capitoll in the hands



Jack Silverthorne, Hippodrome, Cleveland, is seen recently welcoming Mayor Kutscher, Oberlin, O., to the recent premiere of 20th-Fox's "The Robe" in CinemaScope.

of Archie Campbell. . . . Albert Dezel is back after a trip to New York. . . . Boris Bernardi, former supervisor, Midwest Theatres, was in to see old friends. . . . Jack Smukler, Beverly, is moving into his new ranch house. Filling for him is Clayton Wilkinson.

Allied Theatres of Michigan will hold a streamlined annual conference tomorrow (Oct. 29), with election of officers as the business highlight. The convention was originally set for last spring, but was moved ahead to allow study of new screen and sound presentation processes. Top speakers at the session will be Robert Coyne, COMPO executive, on "The Admission Tax Campaign for the Next Session of Congress; Wilber Snaper, National Allied president, on "Trade Practices;" and Senator Homer Ferguson, luncheon speaker.

The Hollywood, home of the Notre Dame game telecasts, announced a policy of reserving 468 seats at \$1.50. The other 3,000 at \$1.25 are without reservations. . . . Ben Robins, U-I; Lloyd Hammond, long time producer; and circuit man Art Robinson were seen in a huddle. . . . Arthur and Margaret Trombly, he is of Columbia and she's of MGM, left for Des Moines. . . . George Hickox moved from the Echo out to Fenkell Avenue, where is now an operator. . . . Moe Didelson opened an office in the Fox building. . . . After two weeks of "The Cruel Sea," the Telenews returned to its newsreel and shorts format.

Phil Schare is back at the Film Exchange booth after a layoff due to an operation. . . . The practice of newspapers tacking house ads onto attention-getting commercials and the practice of swapping ad mats between composing rooms resulted in the United Artists ad appearing in The Detroit News with a Free Press want ad slug riding free for one edition. . . . Dorothy Harrison, Allied Films, is back from a vacation.

A \$25 fine against the management of the Priscilla gave evidence that the Fire Department means business in enforcing its regulations. Fire Marshall Edward Hall issued an order that the theatre could not open until repairs were made on the fire alarm box system. It was alleged that the house reopened without making the necessary repairs, and charges and the fine resulted.

Indianapolis

Police Athletic League went all out in cooperating with midwest premiere of WB's "So Big," at the Circle, and Mayor Clark and the local police chief endorsed the promotion which was tagged to the slogan, "PAL Is So Big—But It Can Be Bigger" (Through Community Support). A PAL recruiting booth was set up in the theatre lobby with double appeal to recruit youngsters as members into PAL, and to interest adults in devoting time to PAL as instructors, leaders, or patrons. The recruiting booth is staffed by PAL members, with appropriate literature identifying the booth prominently to theatre patrons. The competitive spirit among "recruiting sergeants" was encouraged by means of a WB "So Big" plaque awarded the top "recruiting sergeant." Newspapers were contacted for editorial support, and leading members of the community from political, social, business, educational and religious groups were canvassed for endorsement and support.

Heading the list of speakers at the Allied Theatre Owners of Indiana convention on Nov. 3 and 4 at the Hotel Lincoln is Al Sindlinger, head, Sindlinger and Company, who did the basic research for the industry's tax repeal campaign. Other speakers include H. E. Bragg, 20th-Fox assistant director of research; Robert Coyne, COMPO executive; Burton Robbins, National Screen Service; W. P. Rosensohn, Boxoffice Television; H. M. Ritchey, MGM; Ed Raub, Jr., ATOI counsel; and Abram F. Myers, National Allied board chairman and general counsel. To be discussed are new technical achievements and methods of production, product, prices, terms, and playing conditions. All area exhibitors are urged to attend.

Clyde Nihiser will open his Star, Geneva, shuttered since May. The house is now under renovation. . . . Claude McKean, Warner manager, was in Cincinnati. . . . James Griffiths, Fowler, Fowler, Ind., announces the installation of a wide-screen in his theatre. . . . The State, Windfall, Ind., operated by Jack Sloan, is eliminating mid-week showings at the house. The house will operate on a three-day schedule. . . . Richard Lockwood installed a wide-screen in his Arlington. . . . The Irving, operated by William Rosenthal, installed a wide-screen.

Rex Carr relinquished the lease on the Zaring. The new operator has not been announced. Carr will continue to operate the Ritz.

Branch manager R. L. Conn, 20th-Fox, was in Chicago visiting the Alliance Circuit. . . . Branch operations head C. A. Hill, 20th-Fox, was in working out the final steps on the front office union contract. . . . The father of Norma Fleetwood, PBX clerk, 20th-Fox, passed away. . . . Flossie Janes, cashier's clerk, 20th-Fox, attended the funeral of her grandfather in Tennessee.

Secretary Mary Wehring, 20th-Fox, an authority on football and an authority on the game with a fore sight, attended the game at South Bend. She had her



Carl Ferrazza, manager, Keith's, Cincinnati, recently built an unusual lobby display using a football motif on U-I's "The All American."

bets on Notre Dame and won. Football fans are seeking her advice.

With the opening of "The Sword and the Rose," the Circle used its wide-screen. Also the first-run policy started at Keith's. Until this time, the theatre was being used for holdover films from the Indiana and Circle.

The Ritz, Tipton, Ind., started using its wide-screen. The theatre also announced a Hallowe'en midnight show.

Allied Artists, Oct. 31-Jan. 29, will open the "Ed Spiers Drive," sales and playdates. . . . Exhibitors in were Kenneth Law, Cozy, Argos, Ind.; S. J. Switow, Switow Circuit, Louisville, Ky.; Bruce Kixmiller, Colonial, Bicknell, Ind.; and Mat Scheidler, Hartford, Hartford City, Ind.

Pittsburgh

David Kimelman, Paramount exchange manager, attended a Philadelphia meeting of managers in the mideastern division called by division manager Howard Minsky. . . . Film salesmen met at Paramount to discuss plans for the annual Will Rogers Memorial Hospital drive. Al Levy, 20th-Fox branch manager, drive chairman, expressed confidence that a record return will be secured.

Cinerama engineers were in to discuss the forthcoming conversion of the Warner with SW technicians and executives. . . . Film Row's bowling league started competition. . . . Ray Allison, Altoona, Pa., exhibitor, is reported greatly im-



To attract additional femme business, Tom Williams, manager, Schine's Margie Grand, Harlan, Ky., recently staged a fashion show.

proved from his recent heart attack, but his doctor insists he stay in bed a while longer. His brother, Leonard, who left exhibition several years ago to enter the industrial paint field, is filling in.

Sam Milberg, RKO; Floyd Klingensmith, Columbia; and Charlie Dortic, Columbia, were back in their territories after attending the recent Colosseum convention in New Orleans. All expressed satisfaction with the new pact.

Nick Notopolous announced the closing of his State, Osceola Mills, Pa. . . . Vince Korso is buying and booking for the recently reopened Beaver, Pa., theatre; and Cooperative is performing those duties for New Wilmington, Pa.

S. W. Rawson, Edinboro, Pa., exhibitor, is visiting Tulsa, Okla. His son, Stanley, reports business to be booming at their new motel.

Sam Gould, manager, Penn, New Castle, Pa., had downtown traffic tied up by having a bugler in army uniform play the songs from "From Here To Eternity" from atop the marquee. The Penn took the picture after it had a first-run in a nearby drive-in.

Lack of rain and summer-like weather proved a boon to area drive-ins.

Remaining unsold situations in the Pittsburgh exchange territory for Louis de Rochemont Associates' "Martin Luther" have been assigned to F. D. "Dinty" Moore, is was announced by Cresson E. Smith, general sales manager for de Rochemont Associates. Physical distribution will continue through National Screen Service exchanges.

Kentucky Ashland

During a recent school holiday due to all teachers having a meeting, Ted Conklin, Schine's Ashland, had a "Big Four" show for the kids. His assistant, Ed Horne, promoted free cookies from a local bakery and ice cream bars from a local dairy so everyone had free ice cream and cookies with their film show.

Lexington

Bob Cox has worked out an activity for the mountain towns in his territory which should mean much to Saturday matinee business. From headquarters at Schine's Kentucky, he is directing a "Teen Talent Test" and has started such shows in Middlesboro, Harlan, and Corbin. The contests are open to anyone from 10 to 19 years; judges are composed of local well-knows; prizes promoted from merchants are given to three contestants each week; and a tri-city final will be held in one of the towns, with semi-finals and finals to be held on Friday nights, with the winner receiving a round trip to Lexington for winner and parent or companion via Greyhound bus; a double room at Campbell House; a dinner for two; a conducted tour of Blue Grass Horse Farms; a conducted tour of the University of Kentucky; a personal appearance on two radio stations; and passes to any Lexington theatre.

Louisville

The Strand has been leased on a month-to-month basis to Rev. T. H. Marona, who will operate it as a revival center. The theatre is owned by Hunt I. Greathouse.

Ohio

Bellefontaine

Lewis C. Thompson, manager, announced installation of a curved wide-screen at the Holland.

Columbus

Leo Yassenoff, Academy Theatres, was presented with a citation on behalf of Rev. Bernard J. Sheil, Pilot Dog Foundation, for his part in building new guide dog kennels for pilot dogs.

The Columbus Dispatch Cooking School will be held at the RKO Palace on Nov. 12-14. . . . Robert Wile, secretary, Independent Theatre Owners of Ohio, denied reports that the ITOO was planning to televise banned films to Ohio theatres equipped for theatre TV. He

said the ITOO is interested only in having as many Ohio theatres as possible for Boxoffice Television, for which the association has been named sole Ohio agent.

Herbert Stewart, former member of the RKO Theatres' publicity staff here, is now managing a Dayton, O., UHF TV station.

David M. Pence, 45, general manager, J. Real Neth Theatre Company, and manager of ticket sales for the Ohio State Fair, died in Mount Carmel Hospital following a heart attack. Pence started in the industry at the Hartman in 1924 and was treasurer there until 1938. He is survived by his wife, a son, his mother, two sisters, a niece, and a nephew.

Coshocton

The mayor officially smacked manager William Bachert, Star, with a \$10 fine and unofficially patted him on the back for a one-man safety campaign the showman instituted in connection with Columbia's "From Here To Eternity." Bachert stenciled 44 intersections in one night with "Walk Safely, It's Only a Step

'From Here To Eternity.'" The next morning, the mayor, sitting as magistrate, fined him for violating a city ordinance and then told him over 60 people had called the city hall commending the mayor on the new safety campaign.

Dayton

Goodwin "Goodie" Sable, a local manager since 1935 and head of all RKO Theatres in Dayton since 1947, is leaving the business to enter another field. Ansel Winston, from Chicago, was named city manager for RKO Theatres. Winston has been managing two RKO theatres in Chicago.

Newark

Floyd Price, owner, Heath Auto Theatre, closed it for the season. The Valley Drive-In continues to operate.

Piqua

Lee Willis, Schine's Piqua, had a special front on "The War Of The Worlds." He constructed a huge replica of the hand and fingers shown on the three and six-sheets made from plaster of paris, using a tube from the foundation on the arm and a rubber foundation for the fingers. The display was then painted, giving it a lifelike effect. A mannequin was borrowed from a store and placed under the hand, along with a sign reading: "What Chance Would You Have In 'The War Of The Worlds?' Find Out. . . . See, etc."

Toledo

An extensive advertising, publicity, and exploitation campaign was accorded WB's "So Big" at the Paramount. Augmenting newspaper advertising were numerous co-op. ads including furniture, jewelry, and automobiles carrying art from the picture and employing the theme that "Our Values Are So Big, etc." WSPD plugged, the opening too. In addition, 250 window announcements were placed in leading stores, hotel lobbies, counters, and other spots. School teachers meeting here also received handbills.

Van Wert

Clarence Cropper, Schine's Van Wert, staged a football rally preceding the big homecoming game. On hand were the team cheerleaders and band, the latter assembling at the stadium and parading to the front of the theatre, and then entering the theatre playing the school song. He is also planning a kiddie cartoon carnival and a fall style show with a department store furnishing a door prize and the fashions. He has also tied-up with a merchant for a Hallowe'en rental morning show.

Youngstown

City Council repealed the six-year-old amusement tax effective on Nov. 1 after exhibitors stated that the three per cent levy could drive them out of business. Last year, the tax brought \$65,313 into the city treasury, with theatres supplying 79 per cent. Receipts show a 25 per cent drop in tax income for theatres since 1948, according to J. Emerson Davis, finance director.

Give Gladly



Norman
Rockwell

THE UNITED WAY

NEWS OF THE

*Territory***Boston
Crosstown**

20th-Fox's "The Robe" made history and can easily emerge as the biggest grosser ever to play Boston. In its first week, it played to more people and took in more money than any other film ever to appear at the Keith Memorial for the same time. In its first seven days, the house was forced to stop selling tickets at least twice each day. (This city has an ordinance requiring the boxoffice to close the moment 2800 tickets are sold (the full capacity, and cannot reopen the sale of tickets until the break in the current show). The amount of money collected reached \$79,600, according to an unofficial statement from the management, for the first week's take. Ben Domingo, managing director, Keith Memorial, was philosophical about the city regulation. "They come back," he said. "Those who get tired of waiting for over an hour will leave the line before purchasing tickets, some will go to another theatre as they are 'movie-minded,' but they will come back another time. We figure in losing a percentage of patrons, of course, but the percentage is not too high." 20th-Fox's second CinemaScope production, "How To Marry A Millionaire," has been booked into the Metropolitan for an Armistice Day opening.

Lieutenant A. Vernon Macaulay Post 270, theatrical post of the American Legion, elected Albert F. Thompson, commander; Al Aronson, senior vice-commander; Francis W. Shannon, Jr., junior vice-commander; William P. Dooley, adjutant; John Foley, chaplain; Joseph Kantor, finance officer; William Avin, sergeant-at-arms; and Ernest Price and Abe Barry, service officers. Of this group, Barry is the competent head booker at Columbia, Avin is the genial letter carrier in the film district and Foley is a driver with the Film Exchange Transfer Company. The annual dinner dance and installation of officers will be held in the main ballroom of the Hotel

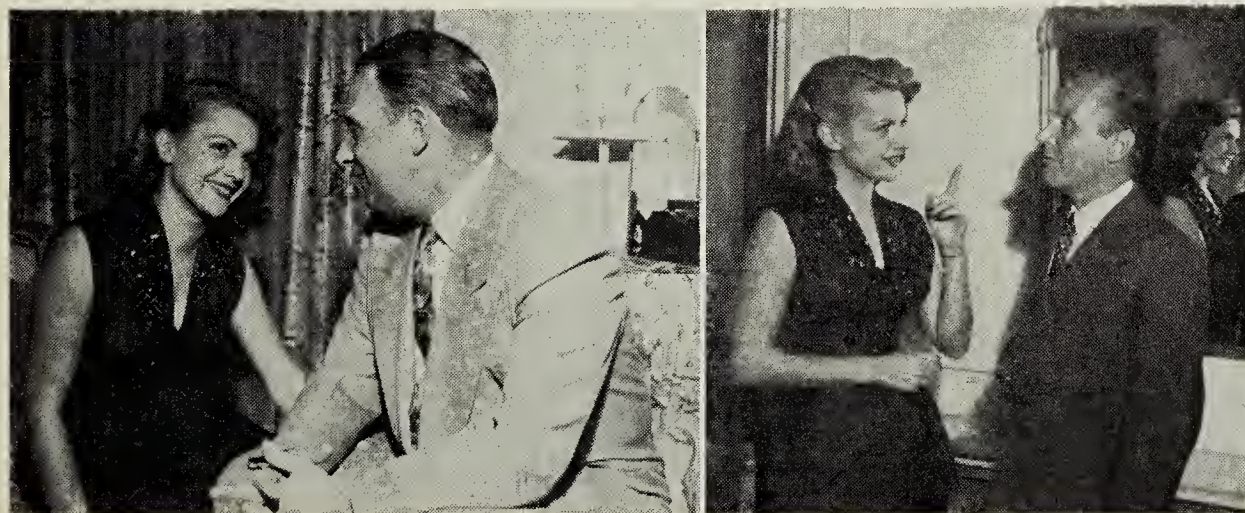


In Boston, the "Jimmy Fund's" executive director, William Koster, left, received a \$2,970 check recently from the chairman of the Milton H. Fine Cancer Research Trust, George Kaplan, right, of the New England shoe industry. The family of the late Milton H. Fine requested this money be given to the "Jimmy Fund" to further the work of research in cancer among children. Howard J. Fine, brother of the deceased, looks on.

Bradford on Armistice Day night, with the wives and families cordially invited. About 250 persons are expected to attend the festivities. Reservations may be made through Abe Barry, Columbia; Sam Levine, United Artists; or Harry Smith, RKO. Tickets are \$5.

Anne Gillis, producer of the TV show, "Who Said That?", over NBC, notified Bill Koster, executive director, Childrens Cancer Research Foundation, that one of the October panel "fines" will be donated to the "Jimmy Fund." Each week, some worthy charity is selected to be the recipient of the fines from those on the panel who fail to answer questions on the program.

Plans of Albert Coury, North Adams, Mass., to establish a drive-in near his home on the Curran Highway were given a lift when the board of appeals voted to set aside the zoning regulations which otherwise would have prevented such an enterprise. Several weeks ago, some persons voiced objections to the petition of Coury at a public hearing. The opposition was withdrawn when Coury detailed his plans more clearly. Much of the objection had been based on the belief that the theatre would be located in a meadowland south of Coury's house, but when he explained that the site was



Nicole Maurey, French star of Paramount's "Little Boy Lost," was assisted with her English by Paramount Boston branch manager Jack Brown during a press interview at the Sheraton Plaza Hotel in connection with the opening at the Astor, Boston, while on the right she met Francois Charles-Roux, consul general.

Annual Installation and Dinner-Dance

of the

LT. A. VERNON MACAULEY POST No. 270

(Theatrical Post of the
American Legion)

●
On Armistice Night
November 11th

at the

HOTEL BRADFORD
Boston, Mass.

Installation at 6:30
Dinner at 7:30

TICKETS \$5.00

●
Reservations may be
made through:

ABE BARRY SAM LEVINE
Columbia United Artists
HARRY SMITH
RKO

This space contributed by EXHIBITOR

north and would not require extensive filling in, the objections were withdrawn. The only other drive-in in the Northern Berkshire area is the Hoosac, Adams, Mass., a Morse and Rothenberg situation.

Fully recovered from a recent kidney ailment, Arthur Barwood, owner-operator, Nugget, Hanover, N. H., returned to his home from the Mary Hitchcock Hospital.

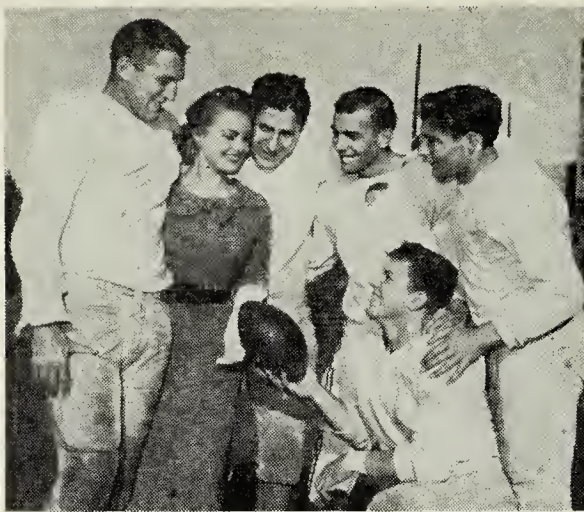
While Gray Erwin is recovering from an attack of arthritis, Mrs. Erwin is operating the Paramount, Danforth, Me., for a few weeks.

Morris Pouzzner, veteran circuit operator, moved his offices from the Statler building to 252 Asylum Street, Hartford, Conn., and he and Mrs. Pouzzner have moved their living quarters from Brookline to Hartford. Pouzzner's three theatres, the Victory, New London, Conn.; and the United and Central, Westerly, R. I., will continue to be booked in Boston by independent film buyer-booker Joe Cohen, whose offices are with Coulter Premium at 41 Church Street.

Mario Cicchese, Victor, East Weymouth, Mass. purchased a new Manley Ice-O-Bar from Lyman Seley, district manager. . . . A new Manley Aristocrat popcorn machine and a Buckingham orange crush dispenser have been installed at the Niantic, Niantic, Conn., owned and operated by Samuel Cornish and Socrates Delizerges.

There were 47 new members installed in the Sentry (Theatrical) Lodge, B'nai B'rith, which headquarters at the American Theatres building. George Roberts presided and the impressive ritual was conducted by 10 members of the Brandeis Lodge degree team. More than 125 members attended. Benn Rosenwald, chairman, membership committee, deserves a vote of gratitude for the fine showing of new members. George Roberts, president, was acclaimed for the festivities.

From Florida comes the sad news of the death in Hollywood of Lemuel "Doc" Britton. A veteran New England theatreman who was an independent distributor in the early '20's, he was the general manager of the Riverside Park, Agawam, Mass., before going to Virginia Beach,



Myrna Hansen, "Miss United States," recently visited Boston on behalf of U-I's "The All American" and posed with the Boston University football team.

Va., where he managed the amusement center.

Eliminations announced by the Bureau of Sunday Censorship included the following: "The Beggar's Opera," parts 1 to 11 (Deletions: Dialogue, word "seducer" in part 3.) Warners: "Norman Conquest," parts 1 to 8 (Deletions: Cut to flash, scene showing Nadina and Norman embracing on couch, in part 6. Eliminate scene showing Nadina opening blouse to point where she buttons up blouses in part 6.) Screen Guild.

Film District

Tom O'Brien, branch manager, Columbia, has been named distributors' chairman, mercantile division, 1954 United Red Feather Campaign, in Metropolitan Boston. Recently, Frank Lydon, executive secretary, Allied Theatres of New England, accepted the chairmanship for the exhibitors. Servicing 300 Red Feather outlets, including Guidance Centers, hospitals for children, Boy and Girl Scouts, Campfire Girls, Boys and Girls Clubs, and neighborhood houses, the Red Feather campaign started on Oct. 25.

Tom Donaldson, sales manager, U-I, is a past president of the Kiwanis Club and is still active in its interests. Recently the club had a welfare drive with the big prize a trip for two to Bermuda. Donaldson, eager to cooperate, as always, sold several tickets to his colleagues at U-I, and Isabel Gorman, who heads the contract department, won it. The prize is a trip for five days.

Francis Charles, a native of Boston, has been named salesman for U-I and will handle the Maine territory formerly traveled by Kenneth Mayer, who resigned to devote his time to the night club business. Charles, a graduate of Boston College, class of 1951, has sold film in Pittsburgh, Philadelphia, and Buffalo.

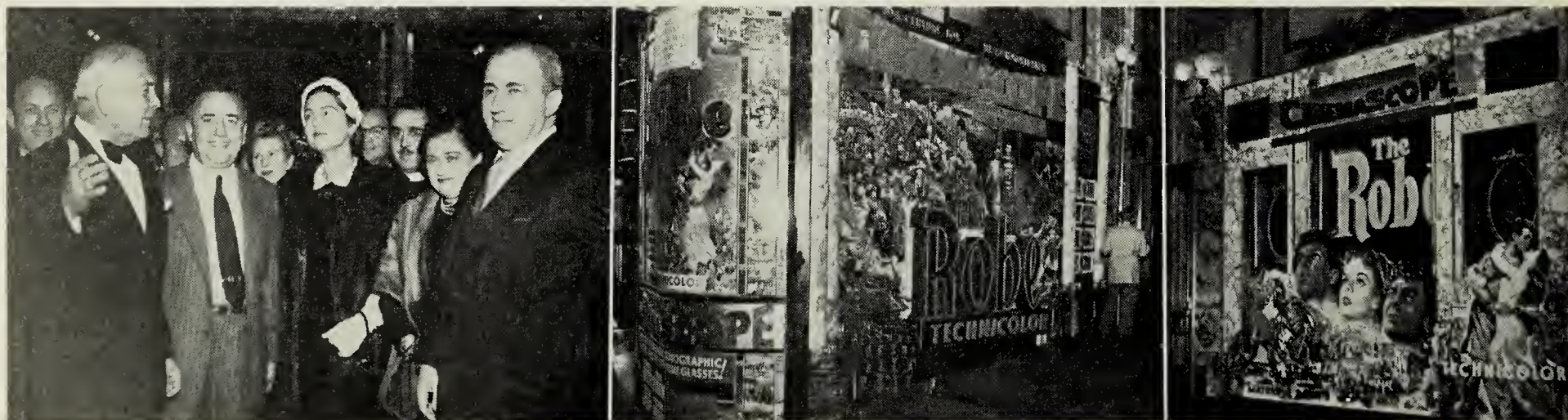
Merle "Chuck" Bouchard has been added to the sales staff of Alexander Film Company and is handling the Massachusetts area under Irving Saver, district manager. Bouchard, a native of Old Town, Me., is a graduate of Colorado College. During his summers at college he played baseball in the semi-professional Canadian League and had also managed one of the teams.

Joe Levine and Joe Wolf, Embassy, staged a special invitational screening of "Little Fugitive" at the Brookline Village. More than 700 persons applauded the film twice at its conclusion. A representative from each circuit was present, some circuits sending their official heads to see the film. The two Joes of Embassy have not at this writing signed a deal for its premiere New England engagement.

The district manager of New England Confectionery Company, (Necco) arranged to have all the leftover candy not given out at the trade show of the Allied convention delivered to Bill Koster, executive director, Childrens Cancer Research Foundation, who took it to the Childrens Hospital.

Eddie Comi, Massachusetts Theatre Equipment Company, dealer in Century projection equipment, was the subject of a feature article in The Lewiston, Me., Journal Magazine. Rose O'Brien, feature writer, gave Comi an interview and wrote of his theatrical career in a colorful story.

Jack Markle, Columbia publicist, returned from Worcester, Mass.; Springfield, Mass.; Providence, R. I.; and Portland, Me., where he has been working on "The Big Heat." In Worcester, he got out 10,000 special newspaper tabloids, distributing them through the newsboys; and spoke on a radio record show. He used a street ballyhoo, with two young men dressed as gangsters wearing signs saying "The Big Heat' is



Seen at the recent premiere of 20th-Fox's "The Robe," at the Keith Memorial, Boston, are, left to right, Spyros Skouras, 20th-Fox president; Mr. and Mrs. John Pappas; Mr. and Mrs. Tom Pappas; and, to the rear of Skouras, Arthur Silverstone.

Also accompanying Skouras were 20th-Fox executives Charles Einfeld and William Gehring. At center and right are impressive advertising displays executed in the workrooms of RKO Theatres.

on in Worcester. Hurry to the Plymouth." Another gimmick used was what he calls the "Hot Wallet Stunt." Each day, for three days, he dropped 30 wallets on the streets or in department stores and through a radio tieup asked the finder to return them to the disk jockey, who, in turn, gave the finder two passes to the Plymouth. The idea was to emphasize the fact that the wallet is "hot" and that the finder must "get rid of it immediately before he is caught with it." Over WORC he used the "Stars in the Family" contest. Because Jocelyn Brando, sister of Marlon Brando, is in the film, Markle thought up the idea of having the disk jockey announce the contest of listeners mailing in all the motion picture players who have close members of their family also in pictures. Markle placed a story that anyone bringing in a copy of the mystery story, "The Big Heat," to the theatre would receive a pair of guest tickets. The books must remain with the theatre, who, in turn, distributed them to the Veterans Hospital. Six bannered trucks were used, over 300 newspaper stand cards, several window tie-ins, and a public library display, and the Police Department loaned a lobby display of weapons. Michael Stranger, manager, Plymouth, worked on the campaign, too.

New Haven Crosstown

Hallowe'en shows were scheduled for the Whalley, Westville, and Whitney as in other years. . . . H. Cohn, Dixwell, Hamden, received a nice letter from Police Chief Harry Burrows regarding the Hallowe'en costume show set for his theatre. By virtue of last year's event, the chief mentioned that vandalism practically disappeared in the area. Because of this, the Hamden police head again encouraged the promotion of such an affair. Manager Cohn received the co-operation of merchants in his district in the sponsorship of the costume show. . . . The Whalley closed on Oct. 20 and reopened the next day with Cinemavue. Franklin Ferguson was quite enthused in telling of the new wall-to-wall screen, with other improvements, installed by Lou Phillips, Capitol Theatre Supply, Boston. . . . Matt Kennedy, Paramount projectionist, is back after being ill. . . . The Bowl Drive-In, West Haven, had a free two-hour kiddies show, with children getting gratis admission when accompanied by adult at the late afternoon show, which started at 5 p.m.

Morris Rosenthal and Charles Gaudino, Loew's Poli, had a big list of promotional angles for "Mogambo" highlighted with a coloring contest in The Journal Courier, a WAVZ radio contest, a sporting goods gun window, tabloid distribution in cars at Yale Bowl and elsewhere, a street bally with a girl carrying a handbag lettered with playdate, boys at the Yale-Columbia football game with pith helmets lettered with "Mogambo," soda fountain tieups, a Dodge car dealer tieup, bus cards, and other items.

Charles Kellerman, manager, Capitol, Milford, returned home after an operation. Mrs. Mildred Dunn, assistant man-



As recent bally for UA's "Vice Squad," Norm Levinson, Loew's Poli, Hartford, Conn., had the above young man riding buses with an eye-catching phony newspaper.

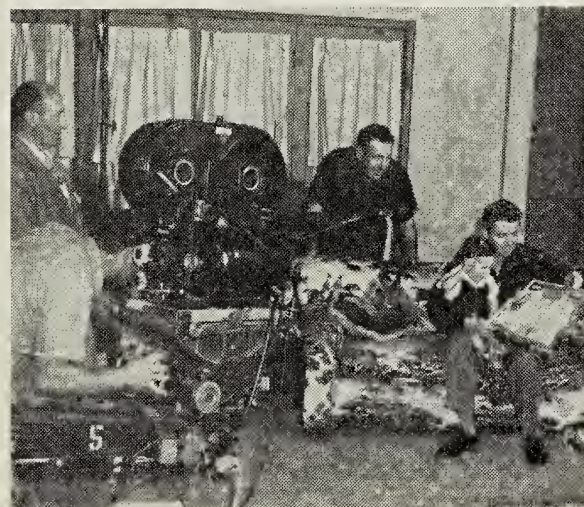
ager, is taking Kellermen's place until he is able to return.

Meadow Street

Drive-ins are changing schedules. The New Haven Drive-In went to weekend operation; the Lake Drive-In, Waterbury, is open on Friday, Saturday, and Sunday; the Waterford Drive-In is open weekends; the Starlite Drive-In, Stamford, started a weekend schedule; and the E. M. Loew, Farmington, is open weekends.

Some regular houses are also revising their schedules. . . . In Middletown, the Capitol new policy is Thursday, Friday, and Saturday, with matines on Saturdays and Sundays. The Middlesex closed for the winter, except for special events. The Strand, Plainville, is open Wednesday, Thursday, and Friday evenings from 6 p.m., continuous on Saturday, and open on Sunday from 2 p.m.

The Arthur Murray "Champagne Show" was held on the stage of the Ridgeway, Stamford, with dancing exhibitions being provided by the Arthur Murray Studio. . . . Lou Phillips, Capitol Theatre Supply Company of Boston has been signed to give the State, Hartford, the largest wide-screen in Connecticut, reported to be 60 feet. Among other



Audie Murphy, U-I star, and his 18-month-old son, Terry, making his screen debut, are seen here before the cameras for the recent shooting on the coast of the Treasury Department's annual Christmas defense bonds trailer, which the Treasury Department will distribute to theatres. Will Cowan, U-I short subjects producer, who made the trailer, stands behind Murphy and Terry.

theatres due to get wide-screens are the Forrest, West Haven; Rivoli, West Haven; Dixwell and Howard, New Haven; and Community, Fairfield. . . . Children shows are getting in full swing.

Joe Faith, upstate exhibitor, is back from his European trip proud of two 400-day clocks he brought from Germany. . . . Congratulations are in order to George Weber, former MGM office manager, who also takes pictures of the Yale football games. He was appointed Supervisor of Motion Picture Study at Yale University and has an office in the Sterling Memorial Library.

Morty Katz, Connecticut Theatre Circuit, was the guest of George Weber in the Yale Bowl press box at the Yale-Columbia game. . . . Mrs. Earl Wright, wife of the genial Columbia salesman, returned from a flying trip to see her daughter in Ohio.

The election of officers for Local 273, New Haven, is scheduled for Nov. 19. . . . Republic had a screening of "Flight Nurse." . . . Building at the Branford, Branford, is reported continuing. . . . Plans for the exchanges Christmas party are progressing. Sid Cooper, United Artists, and Barney Pitkin, RKO, are assisting. . . . United Artists branch employees had a family get-together at the Waverly Inn, Cheshire.

Circuits Loew Poli

Loew's Poli, New Haven, is scheduled to have the Connecticut premiere of "The Robe" on Nov. 11. . . . Phil Engel, 20th-Fox, Boston, and Ben Simon, 20th-Fox New Haven branch manager, were at the manager's meeting to discuss plans for the showing of "The Robe." Others present were Loew Poli division executives Harry F. Shaw and Lou Brown and managers Harry Rose, Majestic, Bridgeport; Morris Rosenthal, New Haven; Bob Carney, Waterbury; Tony Masella, Palace, Meriden; Lou Cohen, Hartford; Joe Boyle, Norwich; George Freeman, Springfield, Mass.; and John Di Benedetto, Worcester, Mass.



At a testimonial luncheon given in his honor recently in Boston, Nate Levin, newly appointed branch manager for Allied Artists in Detroit, received a citation from Variety Club Chief Barker Walter Brown as toastmaster Ben Rosenwald, Harry Goldstein, Edward Morey, Maurice Wolf, and Herman Rifkin looked on at the gala Boston festivities.

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM

DAILY BOXOFFICE STATEMENT No. _____

MATINEE - Ticket Numbers

Clear	Open	Other	Admission

GRAND TOTALS

CASH RECEIPTS (explain on reverse side)

Ticket No. _____

Weather: _____

MATINEE NET TOTALS

EVENING - Ticket Numbers

Clear	Open	Other	Admission

GRAND TOTALS

CASH RECEIPTS (explain on reverse side)

Ticket No. _____

Weather: _____

EVENING NET TOTALS

GRAND TOTAL for this day

Proceeds—detail of same program

GRAND TOTAL for this program

Theatre _____ Day of run: _____

Feature _____ Date: _____

Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
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Mrs. Lucille Masella, wife of Meriden manager Tony Masella, was a St. Raphael Hospital patient. . . . "Torch Song" was getting build-up. Bob Carney, Waterbury, had a giant post card, addressed to the MGM studio, with signatures from Joan Crawford fans in the Brass City telling about the return of this screen star to pictures. . . . When "I, The Jury" opened at the Poli, Worcester, Mass., identical twins were due to get free admission.

Variety Club Tent 31, New Haven

The election of officers was held on Oct. 26.

Connecticut Hartford

Manager Fred R. Greenway, Loew-Poli Palace, produced and directed the annual Fire Prevention Week program at the Bushnell Memorial Auditorium. . . . Ray McNamara, Allyn, distributed cards, reading "Reserved for 'Little Boy Lost,' coming Friday to the Allyn," on restaurant table tops, and arranged a phone interview from Boston with Nicole Maurey for critics.

Plans were announced to honor James F. McCarthy, recently promoted to Connecticut district manager, Stanley Warner Theatres, at a testimonial dinner on Oct. 29 at 6:30 p.m. in the Hotel Bond. Participating on the arrangements committee are representatives of business and industry, including Lieutenant Governor Edward N. Allen, David R. Daniel, William H. Mortensen, William A. Purcell, William M. Savitt, Thomas J. Spellacy, and John Sudarsky. McCarthy, who managed the Strand for about 20 years, now supervises 17 Connecticut theatres. Roland J. Utley, the Hartford National Bank and Trust Company, was named treasurer.

Maine Bridgton

Work was underway on a wide-screen at the State.

Portland

The Main tied in on a recent giveaway project and lobby display with the Armour Meat Company to select a new name for Joan Weldon. . . . Etta Rodis, former Civic aide, returned.

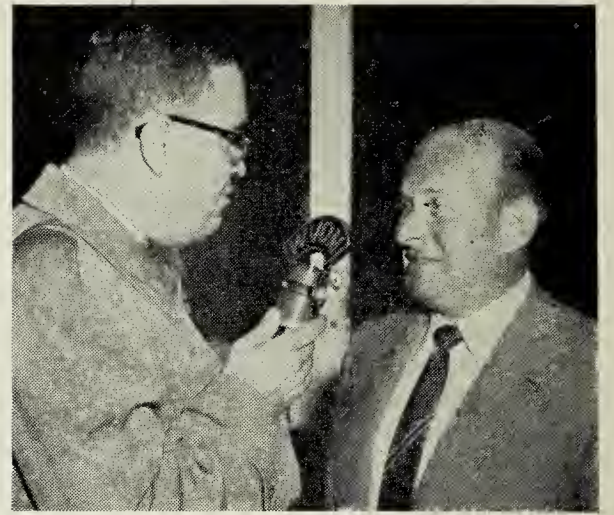
Massachusetts Lynn

The Warner, damaged by fire, is to have a new air-conditioning system. This and other extensive alterations and decorations will delay the reopening for another month.

The Colony, renovated at a cost of \$20,000 two years ago, is now the headquarters of the Lynn Evangelistic Center.

Springfield

Nathan E. Goldstein, owner-manager, Arcade, received a note of appreciation from City Library director John A. Humphry for his cooperation in furthering the library's vacation reading club



Bert Bartsoff and 20th-Fox's Charles Einfeld were interviewed recently at the airport by WVOM upon their arrival for the premiere of 20th-Fox's "The Robe," in CinemaScope, RKO Keith Memorial, Boston.

through a special movie program for children.

Lawrence Pearl, former projectionist, Arcade, has been appointed manager, Majestic, West Springfield, Mass., succeeding Harvey Green. A World War II veteran, Pearl was discharged from the service in February, 1952, after 10 years of service as a radar technician. He will be married on Oct. 31 to Shirley Rogers. The wedding will take place in Haverhill, Mass.

Sam Wasserman, new lessee, Court Square, will operate the theatre with a vaude policy part of the time, mostly on weekends.

Papers transferring title to the building housing the Majestic, West Springfield, Mass., were filed. The buyer was R and E Realty Corporation, and the seller was Howard Investment Corporation. Elihu Glass will continue to operate the theatre under the new ownership.

New Hampshire Keene

The Regal and the Kiwanis Club gave a special free show in observance of "Kids Week."

The Keene Drive-In has closed for the season.



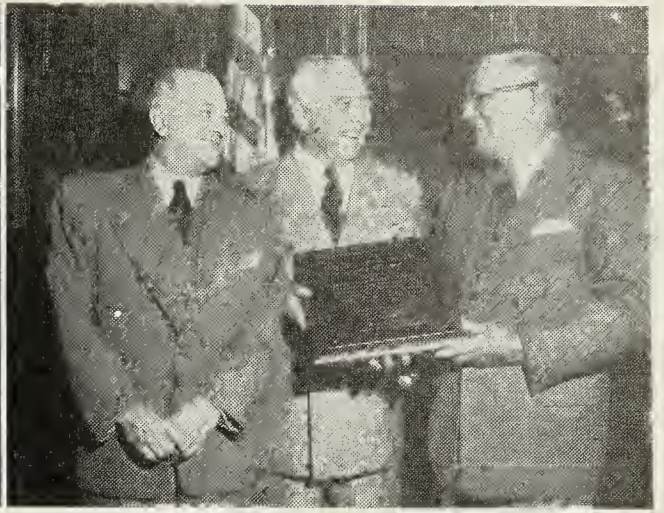
Howard Dietz, MGM vice-president and director of advertising and publicity, recently presented first prize, a \$500 savings bond, in the national station manager's contest, held in connection with a campaign advertising MGM's "The Band Wagon," to Daniel W. Kops, WAVZ, New Haven.



To herald the recent New York premiere of MGM's "Main Street To Broadway," MGM gagged up the opening by having an Indiana hayride down Broadway. On the ride were native sons, celebrities, and, above, left to right, Silas F. Seadler, MGM advertising director, and Mr. and Mrs. Herb Shriner.



Two additional honors were bestowed on 20th-Fox's "The Robe" and CinemaScope recently in New York. On the left, Spyros P. Skouras, president, 20th-Fox, accepts a scroll from Robert K. Christenberry, president, Broadway Association, awarded the film "for the better business it is bringing to the entire Broadway area." On the right, a special award was made by the New York State Optometric Association, acclaiming the optical progress represented by CinemaScope with Dr. Harold M. Fisher, president, right, and Dr. Miles Matin, first vice-president, making the presentation to Skouras. Both awards were made at the 20th-Fox home offices.



NEWS OF THE

Territory

**New York City
Crosstown**

Vital Maura De Castro, Brazilian theatre circuit owner, and Mrs. De Castro were visiting. . . Herb Steinberg, Paramount publicity director, was in Hollywood visiting the studio.

Ned Depinet, vice-chairman of the board, and J. Miller Walker, vice-president, Pathe, Inc., accepted the co-chairmanship of the motion pictures division in the campaign of the Travelers Aid Society of New York to raise \$364,000.

Doctor J. G. Frayne, engineering manager, Westrex Corporation's Hollywood division, was in for discussions on new engineering designs for the theatres and studios.

Brooklyn's Gold will be demolished. . . The St. Cloud Circuit will no longer be handling the Academy, Wappingers Falls. . . Owen and Mary McGorman took over operation of the Storm King, Cornwall-on-Hudson. Ligget-Florin will do the buying-booking. . . The Garfield, N. J., Ritz is now being operated by Marjoll, Inc.

Mort Blumenstock, Warners vice-president in charge of advertising and publicity, arrived from Chicago to supervise campaigns now being organized for forthcoming Warner productions, "So Big," "Hondo," "The Eddie Cantor Story," and "Calamity Jane."

The Hamilton has been purchased by Roosevelt Gabriel from the estates of Henry Walker, James Walker, and others. The deal is subject to a long-term lease held by the B. F. Keith-Orpheum Circuits.

Dr. J. G. Frayne, Westrex Corporation's engineering manager, returned to Hollywood after attending the SMPTE convention and conferences with head-quarter's personnel on new engineering designs for theatres and studios. . . J. R. Grainger, president, RKO, left for Hollywood for a series of conferences with Howard Hughes, C. J. Tevlin, vice-president in charge of studio operations, and other RKO studio executives.

Robert K. Hawkinson, RKO assistant foreign manager, returned following several weeks of recuperation from an emergency appendectomy. . . Edwin J. Smith, Jr., RKO assistant foreign sales manager, returned from a tour of the company's offices in Australasia.



Elmer Lux, Buffalo's acting mayor and head of Elmart Theatres, Inc., recently presented the keys to the city to Spyros P. Skouras, 20th-Fox president, upon his visit for the premiere of "The Robe" at Shea's Buffalo.

A. M. Kane, Paramount south central division manager, left for his Dallas headquarters following home office conferences. . . Al Fitter, assistant to Hugh Owen, Paramount eastern and southern division manager, and Mrs. Fitter became parents of their second child and first daughter, born at Greenwich Hospital, Greenwich, Conn. The baby arrived on the birthday of her grandfather, Russell Holman, Paramount eastern production manager, currently in Europe on a business tour.

Martin Friedman, head, Paramount playdate department, was vacationing in upstate New York.

Catherine Finnegan, Squire, had been keeping a watchful eye on the serial numbers of \$1 bills that came into the booth. Recently, she came upon a Daily News "Bonanza Bill" worth \$1,000. Mrs. Finnegan, a widow, with the theatre for nine years, wished to express her thanks to the management, Max Zipperman, Herman Schwartz, and Gilbert Ventris, who allowed her to exchange one of her own bills for the lucky one.

Samuel Goldwyn arrived from Hollywood for conferences with home office executives.

Benjamin Lorber, head, insurance department, U-I, addressed the convention of the American Gas Association in St. Louis on "Major Medical Expense Insurance."

Charles LeMaire, 20th-Fox wardrobe director, arrived from Hollywood. . . 20th-Fox star Robert Wagner will arrive on Nov. 7 for promotional activity in conjunction with the premieres of "Beneath The 12-Mile Reef" and "Prince Valiant."

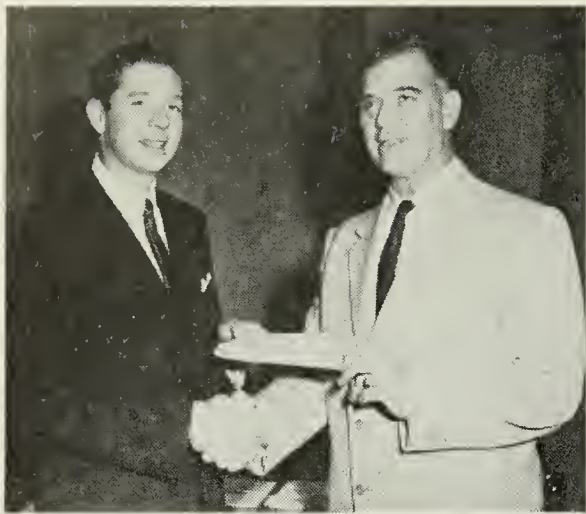
Milton E. Cohen, eastern division manager, United Artists, and Mrs. Cohen

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CARBONS, INC. BOONTON, N. J.



Spyros S. Skouras, Jr., president, Skouras Theatres Corporation, is seen in New York as he recently presented a check amounting to \$20,782.83 to General James A. Van Fleet, chairman, American Korean Foundation, on behalf of the Foundation's drive.

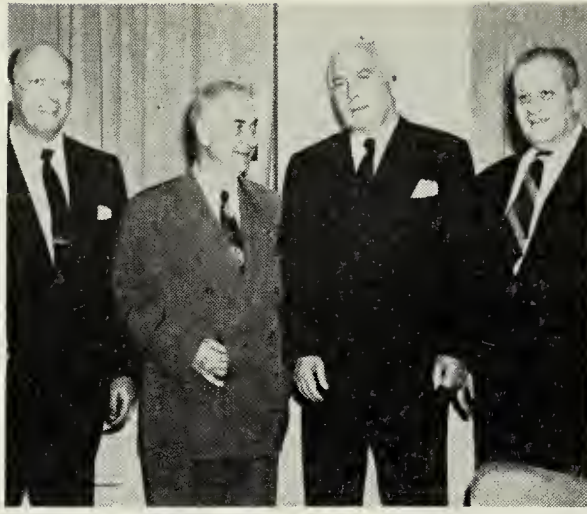
announced the engagement of their daughter, Natalie Diane, to A. Alan Friedberg, son of Mr. and Mrs. Larry Friedberg of New York. A December wedding is planned.

Samuel N. Burger, general sales manager, Loew's International Corporation, left to visit MGM offices in Europe.

The Notre Dame-Pittsburgh college football game, carried via theatre TV, drew only a quarter of a house in each of three theatres carrying the event in the New York area. Boxoffice Television, Inc., arranged for the telecasts. Century's Marine, Brooklyn; Century's Prospect, Queens; and Walter Reade's St. James, Asbury Park, N. J., reported that though the turnout was small, the technical quality was good. The St. James charged \$1 for all seats, while the two Century houses charged \$1 and \$1.50 depending upon seat location.

The women's committee, Variety Club Foundation to Combat Epilepsy, met at the club headquarters to make plans for the season's activity. The meeting was chaired by Mrs. S. D. Hesse, chairlady, women's committee. Speakers were W. J. German, Foundation president; Dr. H. Houston Merrit, director, Neurological Institute of Columbia Medical Center; and Albert G. Gorson, executive director, Variety Foundation. The women's committee, which now has 300 members, set up a fund raising program which includes an intensive membership drive and a midwinter dinner dance. Also as part of the activity, it will visit the principals of the New York public schools to study how the problem of epileptic children is being managed and make constructive suggestions where needed. The Variety Club headquarters has been turned over to the women's committee for clerical work and group meetings each Wednesday. Wives of industry members are invited to visit the club and join the committee. As a special function, German urged the ladies to encourage their husbands to send in their checks for the Variety Foundation Award of two Cadillac sedans on Nov. 24.

The industry's goal of \$75,000 for the Joint Defense Appeal "has almost been reached at this date," according to William J. German, W. J. German, Inc.,



Among those present at the opening of 20th-Fox's "The Robe" in CinemaScope, Shea's Buffalo, Buffalo, were, left to right, Martin Moskowitz, 20th-Fox Empire State division manager; exhibitor Constantine Basil; Spyros P. Skouras; and exhibitor Bill Dipson.

and Max E. Youngstein, United Artists. German is general chairman and Youngstein is dinner chairman of the JDA dinner in honor of Harry Brandt, president, Brandt Theatres, to be held tonight (Oct. 28) in the Hotel Waldorf-Astoria.

Russell W. Hadley, Jr., Paramount International Far Eastern district manager, left for the coast. He will return next month to his Singapore headquarters.

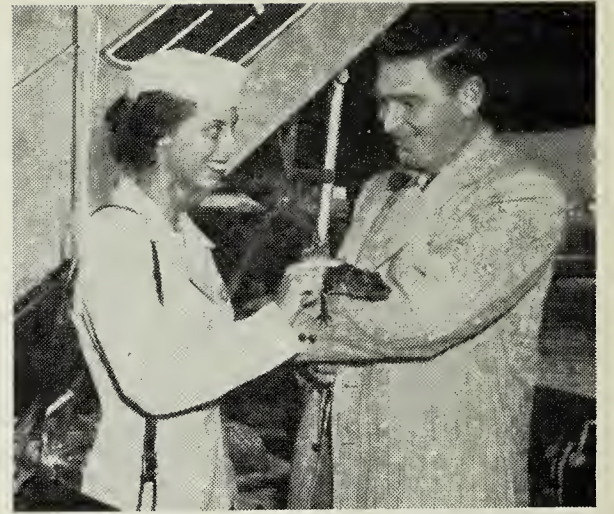
MGM arranged with Sterling Sign Company for a special 3-D standee, 40 inches by approximately seven feet high, on "All the Brothers Were Valiant," the next attraction at Loew's State following "Torch Song." All Loew's theatres will use the special standee, which also will be available to regular MGM accounts.

Mike Simons was guest speaker today at the luncheon of the Pleasantville Rotary Club, Mount Kisco. His topic was "The Motion Picture Theatre and The Business Community."

"Gilbert And Sullivan," which had its gala premiere at the Bijou, has contributed four of the best seats in the house for every evening performance for the



The Will Rogers Memorial Hospital and Tuberculosis Research Center was honored recently when Homer Croy, right, "Our Will Rogers" author, donated first copies of the book to the hospital in a presentation made on the eve of publication to Fred Schwartz, president, Century Theatres, and vice-president of the hospital, left, and A. Montague, vice-president, Columbia, and president, Variety Clubs-Will Rogers Memorial



David DaLie, wild life director, Okefenokee Swamp Park, Florida, recently arrived in New York for personal appearances in connection with the opening at Loew's State of Warners' "Black Fury." Stewardess Joan Tognoli, Miami, Fla., admires "George," the 'gator.

benefit of the Damon Runyon Fund. These tickets are available through the Damon Runyon office.

New Jersey Jersey City

United Artists and Stanley Warner announced that they will immediately file an appeal from the ruling of Judge Thomas J. Stanton banning "The Moon Is Blue" from showing in SW's Stanley or any other theatre in the city. Stanton handed down the decision after seeing the film at a private screening attended by city officials and attorneys for the circuit. UA asked for a compromise under which only patrons over 18 should be admitted, but this offer was rejected by city officials. Judge Stanton's action came after an application by Stanley Warner for an injunction to prevent city interference with the showing of the film. Bernard J. Berry, director of Jersey City's municipal public safety, had directed police to seize the print at the theatre and arrest Arthur J. Manfredonia, Stanley manager, for breaking an ordinance against the showing, possession, or advertising of alleged "indecent or obscene films." John J. Clancy, representing SW, charged that Berry and the police had acted "capriciously and arbitrarily" and argued that the state law did not cover dialogue in a motion picture. Judge Stanton ruled otherwise.

Newark

In conjunction with a kiddie matinee at the Capitol, Passaic, N. J., Edward Molteni, manager, had Robert Blackwood, a young magician and comedian, on the stage. . . . Bernard Silverman, manager, Branford, in conjunction with "The Moon Is Blue" invited women patrons to participate in a "My Romance" contest.

The Globe reopened under the new name of the Globe Cinema. The theatre will run art films of foreign and domestic origin which are not normally shown in regular theatres. Art exhibits will be displayed in the lobby.

Martha Schainman, Stanley Warner purchasing department, was feted with a birthday luncheon. . . . Arnold Michelson, booker, Stanley Warner Jersey zone, celebrated his wedding anniversary.

**New York State
Albany**

First Saturday distribution by the Times-Union of "Lucky Safety Cards," in a \$5,000 prizes campaign, started at the Madison and Leland at noon time. The Ritz, Strand, Palace, and Grand followed in that order. Passouts at the grand were scheduled following the telecast of the Notre Dame-Pittsburgh football game. The Uptown, Rensselaer, was another distribution point in the afternoon, and the Auto-Vision, East Greenbush, at night. Bill With, Palace manager, was among those attending a luncheon which launched the promotion. Mayor Erastus Corning headed the list of guests. The Times-Union brought three King Feature cartoonists, Otto Soglow, Mort Walker, and Ken Drake, to hypo interest in the campaign. The cartoonists illustrated the series of 48 cards bearing safety messages, and daily awards total \$100. . . . When "Little Boy Lost," was at the Strand, the tragic Bobby Greenlease kidnapping snuffed out a promotion which Paramount's Ed Wall had arranged with the Times-Union. A man and a boy were to be turned loose and T-U readers, carrying a copy of the paper, were to be given a chance to identify them, for cash prizes. The management of the Times-Union decided to call it off after the Greenlease boy had been spirited away. When Wall started to set the exploitation there were no kidnapping stories breaking.

Fabian's Saratoga Drive-In, Latham, closed. The marquee board suggests that customers attend the Mohawk Drive-In, Colonia. . . . F. Chase Hathaway will turn out the lights at the Hoosick Drive-In, North Hoosick, on Oct. 31. He already dowsed them at the Fort Warren Drive-In, Castleton, Vt. He will install 3-D equipment and a wide-screen at the Haven, Fair Haven, Vt.

Harry Lamont's Sunset Drive-In, Kingston, was the first in the area to show "From Here To Eternity."

Blond, smiling John Wilhelm, 20th-Fox head booker, put away Christmas money and received congratulations from staffers for ranking first nation-wide during the third quarter of the Terrytoons campaign. He reached 252.47 of quota.



Larry Moss, New York's Criterion, recently greeted Jocelyn Brando and Columbia advertising-publicity director Howard La Siour at the opening of "The Big Heat."

Wilhelm made a fast start in the final quarter by topping his three-month quota the very first week. With an added four week salary bonus, as one of the "dollar crew" in the "Al Lichtman Testimonial Drive," he is set for the holiday present splurge. All local 20th-Fox employees shared in the melon slicing for finishing third in the Lichtman promotion. Most of them drew three weeks' extra pay. A special committee had Louis W. Schine, Myron Kallet, and Walter Reade, Jr., as coordinators. . . . Joan Wagner, 20th-Fox typist, underwent a tonsillectomy. . . . 20th-Fox branch manager Nat Rosen is giving dictation to a new secretary, Sylvia Waldron. Martha Tingler left when her husband accepted a new position in Canton, O.

Two of the U-I office group, Mrs. Vicki Grygiel and Geneva "Jinx" Barcomb, are raising their fine voices with the Cathedral of the Immaculate Conception Choir in Sunday broadcasts of High Mass over WTRY. Mrs. Grygiel, contract clerk, has tried her hand at composing.

The Box Office Television presentation of the Notre Dame vs. Pittsburgh football game was entered in the record books of Fabian's Grand as a sports success but a boxoffice failure. Attendance did not surpass 500 in a 1500-seat house. The admission rates were 85 cents for adults and 50 cents for children. The doors opened at 12:40 p.m., and a cartoon, newsreel, and "Affair With a Stranger" were shown before the telecast. A second picture was screened following the game. Persons who entered before 1 p.m. thus could remain until after six, if they wished, for a single ticket. About 3:20 p.m. the theatre went back to its regular scale for women shoppers and others who wanted to take seats. The audience was predominantly male. The picture on the screen was usually clear and sharp, although it was marred in spots by a dark camera. The concession stand did some business at



Walter Lantz, independent cartoon producer, whose "Woody Woodpecker" series and other Technicolor cartoons are released by U-I, recently conferred on production plans in New York with, right, Irving Sochin, U-I short subject sales manager, and, left, Budd Rogers, Lantz representative.

half-time, but the volume was not large. Mid-summer heat prevailing was believed by manager Wallen to be an adverse factor. The broadcast of the game over WOKO and a telecast of the Alabama vs. Tennessee tilt by WRGB, Schenectady, were other probable elements of competition. The telecast and that of Notre Dame vs. Georgia Tech on Oct. 24 were candidly advertised as an experiment. If the public supported them, four more Notre Dame games would be seen in the Grand.

Louis W. Schine, Schine Circuit, Gloversville, visited and Gus Lampe, present director of entertainment for Schine Hotels, was in twice. He and Mrs. Lampe scheduled a trip to Miami, Fla.

Harvey Appell, Columbia salesman, and Mrs. Appell became the parents of a new daughter.

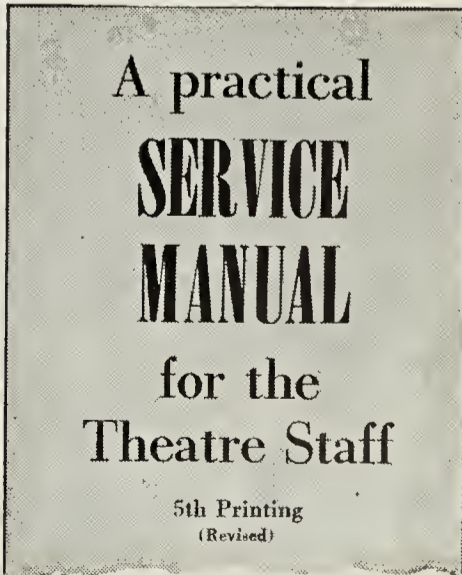
Buffalo

Lou Smith, veteran industry press representative and former Buffalo news-

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- Of inestimable value in "breaking" a new staff of Ushers; a new Cashier, or a new Door Man.
- This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.
- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.



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SOLD ONLY TO SUBSCRIBING THEATRES!

paperman, joined Magna Corporation, holding company for the Todd-AO wide-screen projection process.

All-time attendance and boxoffice records were shattered during the first two weeks of "The Robe" with an attendance of more than 90,000 at Shea's Buffalo.

Bert Lapetina, manager Shea's Teck, and Eddie Meade, publicity director, were busy on the campaign for "Martin Luther." A special screening for Protestant clergy was held.

George Mackenna says all records were shattered at Basil's Lafayette on "From Here To Eternity" during its five-week engagement. . . . Eddie Miller, manager, Paramount, had a sellout for his two performances of the all-star stage show headed by Nat King Cole and Sarah Vaughn. . . . Barbara Quinlivan, office manager, Columbia, was off the job and on a fall vacation.

The Century unveiled the new Miracle Mirror screen and stereophonic sound. The screen is twice the size of the previous Century screen.

Tom Grady, MGM booking auditor, home office, was visiting the exchange. . . . Arthur Canton, publicity department, MGM, New York, was in.

Charlie McKernan and Bill Colson put on special fun matinees in the Seneca and Niagara as Columbus Day offering. . . . J. Robert Hoc, executive vice-president, The Ballantyne Company, conferred with Carl E. Bell, manager, Perkins Theatre Supply.

—NEDRA GRAY

Rochester

The Arnett reopened after a summer shutdown. The house was refurbished, with a wide-screen added.

EYEING THE Exchanges

NEW YORK — Harry Newman, head shipper, Bonded, resigned to join United Artist's home office print department. His friends feted him with a farewell luncheon and he was presentd with a gold watch from Bonded executive Chester Ross, a pen and pencil set from the United Artists office club, and a check from fellow workers in the film room. Milt Van Praag, 3-D department, replaces Newman as Bonded head shipper.

PARAMOUNT — Birthday cards were accepted by ledger clerk John Spatidol.

MGM — A group from the office visited clerk Lois Zazzali at Bergen Pines Hospital.

REPUBLIC — The New York Film Board of Trade honored former branch manager William Murphy with a luncheon.

Schenectady

John Boring is the new Crane lessee. Alec Weiss recently operated it. Boring, with theatre experience in the south, and his wife are handling most of the theatre's activities. . . . Proctors participated in the community salute to General Electric's 75th anniversary by screening its "House of Magic" stage show for four days.

Fabian's 3650-seat Palace, opened "The Robe." A new screen and stereophonic sound are part of the presentation. Charles Gordon's Olympic, Utica, will get the film a week after the Palace premeire, and other key situations follow.

ALLIED ARTISTS — Eastern division manager Nickie Goldhammer was in. . . . Washington branch manager Milton Lipsner was also on hand. . . . Employees were all wearing buttons advertising the "Nat Furst Drive." . . . Switchboard girl Terry Testa was back after illness.

COLUMBIA — Clerk Frances Taylor collected \$22.50 from her fellow Columbians to purchase membership for underprivileged children at the Harlem Branch YMCA. . . . Office assistant Eugene Dailey had a gay time at brother John's wedding reception. . . . Accounting clerk Norman Rubin had a visit from his collegiate fiancée.

RKO — The new steno is Molly Yavne. . . . Carmine Martinelli resigned.

FAVORITE — Bookkeeper Selma Okin was saddened by the death of her father. . . . Secretary Jean Harris was ailing.

WARNERS — Head inspectress Pauline Brooks marked another year. . . . Katherine Hanley, supervisor contract department, and her assistant, Dorothy Hauser, were elected delegates to the annual meeting of the Warner Club, Inc.

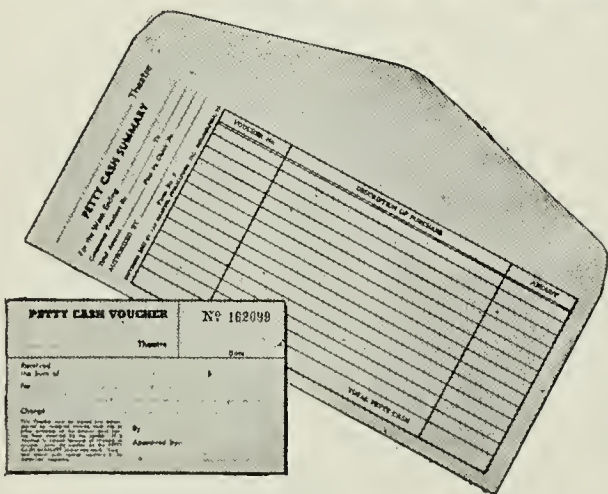
20TH FOX — The Family Club preparing for a Halloween office party. . . . Frances Singer was ill, and back after illness was Bess Goldstein Allen. . . . Shipper Abe Davis accepted birthday congrats.

UNITED ARTISTS — Booker's secretary Harriet Handler was visited by her Georgia based army man. . . . Booker's secretary Lillibeth Miranda was ailing. . . . Sophia Bochilo, boxoffice department, became a grandaunt. . . . Office assistant Dave Nathan was on the sick list. . . . Rita Fletcher, new stenographer, is a grad of Monroe High School.

RAMBLIN' 'ROUND — Irving Barber, 71, New Housick Falls, passed away. . . . Realart branch manager Dave Burkan became a grandfather again when son Teddy had a boy. . . . Sam Davis sold out his interests in theatres at Phoenicia, Woodburn, and Fleishmans in order to take up residence in Florida. . . . Realart franchise owners Max Roth, Chicago, and Sylvan Leff, Albany, were in.

—J. A. D.

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{ Each voucher requires the signature }
 { of the owner or the manager. }



Gerry Germaine, Dipson's Palace, Jamestown, winner of the 10,000-100,000 population group in MGM's "Mogambo" promotion contest, was recently awarded \$250, and his campaign was paid for by the film company.

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NEWS OF THE

Territory

Philadelphia
Crosstown

Local and national philanthropies will benefit from the proceeds of the Golden Jubilee Dinner honoring Sophie Tucker, it was announced by John B. Kelly, chairman, Philadelphia committee sponsoring the celebration on Nov. 15. The event, a formal banquet and show featuring the "First Lady" of show business and a host of visiting stars of the theatrical world, will be held at the Bellevue-Stratford Hotel to mark her 50 years of service to all humanity. Children's causes, said Kelly, will be the major beneficiaries, including the Philadelphia Society for Crippled Children, the Variety Club Camp for Handicapped Children, and other institutions serving needy boys and girls. Kelly also announced the appointment of coordinating chairman for the local committee, Councilman Victor H. Blanc; Ralph W. Pries, Chief Barker, Variety Club; and Jack Shlifer, who was president, Golden Slipper Square Club Camp for Needy Boys and Girls, for the past three years. George Friedland, Food Fair executive, serves as treasurer.

Previous to the opening of "The Moon Is Blue" at the Trans-Lux, an editorial in The Catholic Standard and Times called the action of the theatre in booking the film "a challenge thrown in the face of all Philadelphia Catholics." The editorial emphasized the condemnation of "The Moon Is Blue" by the Legion of Decency and its failure to obtain a Production Code Seal. Catholics were called upon to make their protests known to the theatre and, should they persist in playing the picture, to boycott further Trans-Lux films as well.

Vine Street

Bob Lynch, MGM, announced that he is looking for a horse-drawn street car, a fire engine of the steam pumping type, a hook and ladder, a carriage, with or without a fringe on top, a cigar store Indian, and other similar items. The important thing, says Lynch, is that he wants to obtain old ones, those almost considered antiques, to use them for publicity gags.

Joe Engel, Jack Engel, and Harry Brillman, Screen Guild, attended a Filmmakers' regional meeting at the Warwick Hotel, New York City, at which "The Bigamist" was screened and policy outlined. . . . Viola Honig, Screen Guild cashier, was on her vacation. . . . Condolences are extended to Columbia booker Norman Gaskill upon the death of his father. . . . Ada Norvick, RKO clerk, was hospitalized with pneumonia in the Einstein Medical Center, Northern Division.

Charles Kaselman, MGM booker, was a Daily News "Lucky Buck" winner and

Norman Silverman Named
VC, Tent 13, Chief Barker

PHILADELPHIA — Norman Silverman, Republic branch manager, was elected Variety Club, Tent 13, Chief Barker last week. Other officers include Louis B. Goffman, First Assistant; Maxwell Gillis, Second Assistant; George Beattie, Dough Guy, and Mickey Lewis, Property Master.

Others on the Crew include Bob Adelman, Billy Banks, Harold Cohen, Lee Posel, Earle W. Sweigert, and Lester Wurtele.

Named delegate to the next Variety Clubs International convention was Mike Felt, with Jack Greenberg as alternate.

The meeting was featured by the appearance of International Chief Barker Jack Beresin, who spoke on his European tour. The Heart Fund drive, chairmanned this year by Goffman, got off to a start that exceeded last year's pledges.

copped himself \$25 for \$1. . . . Benny Harris, American, announced that the Douglas Fairbanks, Sr., reissues he is handling in the territory will be screened at the Carman through arrangements made with manager Ben Zimmerman. "The Iron Mask" will be shown on Nov. 1 and "Mr. Robinson Crusoe" on Nov. 8.

Rhoda Weitz, Warner secretary, announced her engagement to Joshua Melson. The wedding date is set for Dec. 13.

Max Miller, rotund UA tub thumper, was back from Pittsburgh.

Howard Minsky, Paramount division manager, conducted a four-day meeting here, bringing in branch managers Herb Gillis, Cincinnati; Harry H. Buzbaum, Cleveland; Mike Simons, Detroit; Dave Kimelman, Pittsburgh; and Phil Isaacs, Washington, along with local manager Ulrik Smith and Bob Weber, Minsky's assistant. Plans and policies were discussed, in a pattern following the home office sales conferences.

The local loge of the Colosseum held a luncheon meeting at which time delegates to the recent New Orleans national convention, Bill Doyle, UA, and Joe Schaeffer, Republic, made their complete reports. At the next monthly meeting, in November, the annual election will take place.

District of Columbia
Washington

Jeff Livingston, U-I eastern advertising manager, was in in connection with the openings of "The Cruel Sea" and "The Titfield Thunderbolt."

The Georgetown, under the management of Al Sherman, on Nov. 10 will embark on a Film Festival keyed as a tribute to American production companies. Paramount will be the first company to be honored by the Georgetown Festival with the presentation of "The Great McGinty," together with the Paramount short, "The Case of the Cock-Eyed Canary." Public acceptance of this unique policy, Sherman said, is the factor which will determine its future. If successful, the initial program will be followed by

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further tributes to American film companies by the Georgetown, whose plan is to select from among the many American motion pictures, regardless of age, those that qualify for "Festival" treatment Sherman said he selected "The Great McGinty" to begin his Festival policy because the Paramount production launched Sturges on a directorial career that placed him in the top bracket. Also, he said, the film served to satirize American life and politics, thereby contributing substantially to the maturity that now characterizes American motion picture production.

Civic and military dignitaries joined a star contingent and Republic executives for the world premiere at Keith's of "Sea Of Lost Ships." . . . Republic president Herbert J. Yates honored Vice Admiral Merlin O'Neill, commandant, coast guard, and his staff at a luncheon at the Carlton Hotel. . . . A proclamation designating "Coast Guard Ice Patrol Day" in celebration of the 40th anniversary of the International Ice Patrol and the opening of "Sea Of Lost Ships," was issued by the Commissioners. . . . Pre-premiere activities included a dinner tendered by Vice Admiral O'Neill to Yates and Mrs. Yates at the Metropolitan Club. The Hollywood contingent, which included Wanda Hendrix, Richard Jaecel, Victor McLaglen, and William Martin Saal, executive assistant to Yates, was present, as was Republic executives C. Bruce Newbery, vice-president and director of sales; Richard G. Yates, assistant director of sales; Douglas T. Yates, vice-president, Republic Pictures International; James V. O'Gara, metropolitan division sales manager; Walter L. Titus, Jr., southern division sales manager; Paul Webster, midwestern division sales manager; John P. Curtin, Eastern division sales manager; and Washington branch manager Jake Flax. . . . The premiere was sparked by the personal appearances of the stars and the participation of the coast guard band from New London, Conn. A radio broadcast of the arrival of stars and personalities was covered by M. C. Conover; lobby interviews were handled by Mutual's Hazel Markel, and Art Lamb, popular TV personality, acted as master of ceremonies, introducing the stars from the stage of the theatre. . . . An after-premiere reception given by Yates was held at the Carlton Hotel.

At the invention of MGM and Orville Crouch, Loew's divisional executive; William B. Dunham, State Department chief of Western European Affairs, members of the state department and foreign ambassadors attended a special screening of "Seeing Spain," latest in the "James A. FitzPatrick TravelTalks."

Cy Roth, director, Columbia's "Combat Squad," spent a few days in town on his way to New York, from the coast. While in town, Roth visited the exchange and arranged a screening for Colonel Towne at the Pentagon building.

Manny Lewis has taken over the Waldorf, Waldorf, Md., formerly owned by Ike Weiner. . . . Allan Mellits, son of Sam Mellits, Dentonia, Denton, Md., re-

newed old acquaintances. He was formerly employed by Columbia. . . . Oliver Chandler, Clarkesville, Clarkesville, Va., motored up for some booking.

Roy Woodard, Franlin, Pa., visited the exchanges, setting in bookings for his super 113 Drive-In, Milford, Del. Upon completion of his business, Woodard motored to Milford to inspect his Eastern Shore situation.

NEIGHBORHOOD THEATRE NOTES: — Alfred S. Hall resigned as manager, Arlington, Arlington, Va. Hall is being replaced by Millard Rigney, formerly of the Wilson, Clarendon, Va. . . . Bill Flanagan is the new manager at the Wilson and Albert Ward is managing the Glebe, Arlington. Cecil Maker, Byrd, Arlington, Va., was in McGuire Hospital, Richmond, Va., with the flu. . . . Wade Pearson, zone manager, spent a few days at the Cavalier Hotel, Virginia Beach, Va.

Elmer Moore, Columbia's head booker, celebrated a wedding anniversary and presented Mrs. Moore with a beautiful wristwatch. . . . Sam Tabor, Republic salesman, announced the engagement of his son, First Lieutenant Neal Tabor, the wedding to take place in January Lieutenant Tabor is on the general judge-advocate's staff at Fort Meade, Md.

Walter and Florence Donahue, Columbia booker and cashier, recently visited in Philadelphia. . . . Morris Flax, Lincoln and Roosevelt, Baltimore, Md., was in. . . . Mr. and Mrs. Buck Stover, Virginia, Alexandria, Va., weekendend in Baltimore, Md., and attended the regular Saturday night affair at the Variety Club.

Stu Thomson, Rendezvous, Hampstead, Md., reports that his little daughter was struck by an auto, suffering a fractured pelvis bone. The child is doing nicely.

ALLIED ARTISTS — The cashier and billing department is being moved to Philadelphia, where new equipment has been installed to handle the bookkeeping for the Washington branch. William Z. Porter, auditor, was in. . . . Larry Freese, cashier, resigned. . . . Bobby Workman, typist, visited her family in Lansing, W. Va. . . . A screening was held at the RKO Screening Room. Shown were "Jack Slade" and "Affair In Monte Carlo."

Emmett Jasper, Dixie, Newport News, Va., was in town for huddles with Joe Walsh, J. B. Walsh Exhibitor Service, and announced that he has taken over the Basie, Hampton, Va., from Harry Fekas.

U-I — Jeanette Allen, booker's secretary, was out with the flu. . . . Head Booker Bert Freidman, visited his family in New York. . . . District manager P. F. Rosian was visiting with branch manager Joe Gins.

20TH-FOX — Division manager Glen Norris, branch manager Joe Rosen, and salesman John O'Leary attended the opening of "The Robe" at the New Baltimore, Md. . . . Aileen Railey, box-office clerk, resigned to await a visit from "Sir Stork." . . . "Happy birthday" to PBX operator Peggy Clagget.

David E.

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METRO — Booker Ida Baresofsky returned home from the hospital. . . . Jeanette Adams, Joe Kronman's secretary, and her husband weekended in Raleigh, N. C., where they attended the State Fair. . . . Dorothy Evans, biller's clerk, was given a birthday party by her associates. . . . The new girl in the accounting department is Doris Perrie.

Seen booking was Eddie Martin, J. B. Walsh Exhibitor Service; George Dar-ransoll, Crest, Baltimore, Md.; Floyd Davis, Neighborhood Theatre, Inc., Arlington zone; Gus Lynch, Schine Circuit; Eddie Kimpel, Rome Circuit, Baltimore; and Bill Brizendine, Schwaber Circuit, Baltimore.

—FREDDIE S.

Delaware Dover

Missouri Cinerama Corporation has been chartered with the corporation department in the office of John N. McDowell, secretary of state.

Wilmington

A. J. Belair, president, Rialto Theatre Company, and Sam E. Diamond, 20th-Fox branch manager, set "The Robe" to have its Delaware premiere on Nov. 11. Admission scale will be 75 cents from 11 a.m., to 1 p.m., \$1.10 from 1 to 5 p.m., and \$1.50 from 5 to 10 p.m., and children, 50 cents at all times. Belair and John Raymond Waller, business agent, Local 473, signed a contract placing union projectionists in the Rialto. They are Aaron Knopf, Joseph Baker, Leonard Wright Jr., and John R. Waller Jr. . . . Pietro dalGesso, Rialto, celebrated his 21st birthday anniversary. . . . Tom Wood Baldrige, MGM exploiteer, and Edgar J. Doob, manager, Loew's Aldine, were working on "Torch Song," "All The Brothers Were Valiant," "Take The High Ground," and "Easy To Love." . . . B. Jacqueline Phillips, SW Ritz, and her husband were back from a Miami, Fla., vacation. . . . Joan Pantalone joined the SW Towne.

—H. L. S.

Maryland Baltimore

Attorneys for distributors of four films banned by the Maryland State Board of Motion Picture Censors agreed to an omnibus hearing on three of the four films today, (Oct. 28). At that time, Judge Herman Moser, Baltimore City Court, is expected to overrule or sustain the censors' rejection of "The Moon Is Blue," "Mom and Dad," and "The Story of Bob and Sally." The status of "Street Corner," the fourth film, is more complex. Judge Moser lifted the ban on Aug. 18, labeling the board's action as "arbitrary and capricious." A few days later, chairman Sydney Traub, Censor Board, refused to affix the censor's seal to the film. He said he was appealing the appeal decision of Judge Moser, basing his action on statements from the state health and school officials that certain medical reels in the film were "indecent and obscene."

Morton Rosen, associate owner of the Windsor, and Mrs. Rosen returned from a visit with their daughter in New Jersey. . . . Louis Frederick, Windsor manager,

returned following an illness. . . . Ben Beck, one of the Uptown's owners, and wife left for Italy to visit their son. . . . Harry Myerberg, Crest owner, was a guest of the Variety Club's tournament.

Maryland's Governor Theodore R. McKeldin attended the premiere of "The Robe," New. . . . Ambrose Cremmens closed the Carey.

Spyros P. Skouras, 20th Century-Fox president, was in to address guests at the National Conference of Christians and Jews silver jubilee dinner.

—G.B.

Leonardtown

St. Mary's is now open only on Sundays and Mondays. . . . "Windy" Hodgdon, manager, 235 Drive-In, now closed, is vacationing.

New Jersey Burlington

A curfew has been enacted here. Everyone under 17 has to be off the streets at 8:30 p.m.

Pennsylvania Ambler

Seven youths were arrested for malicious mischief when they entered the Ambler with their pockets bulging with corn, which they shelled, throwing the kernels at the patrons and winding up by tossing the cobs at the screen. Four, under 18, were held for a Juvenile Court hearing. The others were held under \$25 bond for hearing before Justice of the Peace.

Hazleton

E. O. Wilschke, Altec operating manager, announced the promotion of Nick Markanich to Altec field representative under L. J. Patton, eastern division manager.

Pottstown

Thieves smashed open a safe in the manager's office at the Strand and made off with about \$480. They also opened vending machines. They are believed to have attended the last evening show and to have hidden in the theatre after it was closed by Edward Dean, manager, and his assistant, Morris Willauer.

Reading

Managers are trying to cope with waves of vandalism inspired by the return of the Hallowe'en season. Cases of property damage have been reported, and a lot of rowdiness, teen-agers annoying regular patrons, has occurred in many houses.

Bob Diem, manager, Loew's Colonial, has been plastered by fellow theatremen here with the nickname, "Hot Rod." Borrowing a car from a local dealer for a visit to his former home in Wilmington, Del., the engine burned out.

Ten districts, boroughs, or townships in Berks County now levy an amusements ticket tax, a report by the Pennsylvania Economy League discloses.

A burglar who apparently remained in the Penn, West Reading, after it was locked up for the night, stole \$4.30 and

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WASHINGTON, D. C.

knocked off the combination knob on the office safe door, but failed to get the safe door open. Walter Hoppes, Dauberville, who entered the theatre at 12:30 a.m. to deliver film, discovered a man in the building. The man ran through the theatre and escaped by a fire exit.

A 47 year-old man was arrested by a police detective after four little girls had complained to a Penn Street theatre employe that the man had annoyed them.

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Merlin Paul, left, advertising-publicity director, Hunt Theatres, Wildwood, N. J., who recently won a trip to Hollywood for his campaign on Columbia's "From Here To Eternity," is shown at the Columbia studio with actor Robert Stack, star of "The Kiss and The Sword."

The girls are 6, 8, 9, and 10. The offender paid a fine and costs totaling \$101.25.

Burglars forced open a fire exit at the State, Boyertown, Pa., George H. Kline, owner, in the early morning hours and stole more than \$50.

Scranton

Jack Kelly, Roman, Pittston, Pa., a week previous to his run of "From Here To Eternity" used an effective attention getting device, a float carrying six sheet cut-outs, equipped with a sound system, which toured the city and which frequented the football games. Kelly also used his American Legion mailing list to plug the film.

Barney Drexinger, manager, Pastime, Duryea, Pa., made cooperative arrangements with the Veterans of Foreign Wars whereby each child at the Wednesday evening performances receives free candy.

The Globe will be the scene of a Hallowe'en costume party when Bert Allen, manager, selects the winner of the best costume and awards the winner a prize. Allen graciously permits the students of neighboring South Catholic High use of his theatre for meetings, plays, convocations, etc., since the school is without an auditorium.

Wilkes-Barre

Manager Frank Kovaletz, Paramount, got his "Sabre Jet" engagement off to a flying start with a city-wide campaign. Cashing in on the air force's national backing, he set an effective tieup with the air force recruiting office. The night before the "Sabre Jet" opening, a group of enlistees paraded to the theatre in a cavalcade of bannered Hudson Jet cars and were sworn in. Two dailies covered the ceremony with story and pictures. The air force additionally plugged the show by posting 20 recruiting "A" boards in and near the city with "Sabre Jet" credits and playdates, and provided Kovaletz with working models of jet engines for lobby display. The Kresge store's daily TV show over WILK, pitched in for a full week before playdate by showing stills and issuing passes to eight youngsters who appeared on the show. Kresge also came through with a full window display of model planes and comic books that sold "Sabre Jet" to youngsters.

TRADE SCREENINGS

PHILADELPHIA

WARNERS—(230 North 13th) Nov. 4, 2, "Thunder Over The Plains" (Randolph Scott, Phyllis Kirk, Lex Barker) (WarnerColor).

Kovaletz lined up a similar window and toy counter plug. Another stunt slanted for the younger set was an airplane identification contest over WILK. The 25 entrants naming the greatest number of jet planes were awarded tickets to "Sabre Jet." Kovaletz also angled his campaign for the feminine trade by running special ads on the women's pages of local papers two days in advance of opening. A display of books on jet planes and air combat combined with a captioned set of stills from "Sabre Jet" was spotted in the public library. The showman also planted a group of action shots in hotels. Kovaletz also rigged a man in a jet flying suit provided by the air force. The authentic costume included crash helmet, goggles, survival kit, and oxygen cylinder. Kovaletz brought motorists into the campaign with 3,000 stunt hangers attached to parked cars.

Virginia Richmond

Bob Coulter, Byrd manager, took his family on a trip to Mount Vernon and Washington, nearly winding up in Winchester when he took the wrong road out of Washington. . . . Sam Pulliam installed 3-D in the Glen Drive-In. . . . "Martin Luther" was screened at the Lee for Protestant ministers. . . . Joe Usolini, Carillon manager, is still talking about that vacation in Atlantic City. . . . The wife of Howard Powers, Jr., Capitol, was in the hospital. . . . "The Robe" opened at the Byrd on Oct. 27.

The winter meeting of the Virginia Motion Picture Association will be held at the Jefferson Hotel, on Jan. 27 with the summer convention set for the Chamberlin Hotel, Old Point, on May 24-26. . . . The State Department of Education had more than 175,000 bookings for its films during the 1952-53 season. . . . Six of the country's best known travel lecturers will bring color movies to the Thomas Jefferson High School this season under the sponsorship of the Kiwanis Club. . . . Tim Holt made personal appearances at the Venus.

N. R. Johnson, special agent in charge of the Richmond FBI office, was the guest speaker at a meeting of the Forest Hill-Westover Men's Club at the Westover. . . . Therese Ann Ives, daughter of Mr. and Mrs. Layton Ives, was married to Linwood Marrin Armstrong. Layton Ives is Fabian relief manager.

Variety Club Tent 13, Philadelphia

The Variety Club is going to hold a masquerade party on Hallowe'en. Prizes will be awarded for the fanciest, most original, funniest costume, etc., and a make-up man will be present to assist. In addition, there will be a midnight snack, music, and fun. Reservations are limited. The fee is only \$3.50 per couple.

Allied Artists

(Monogram)

(1952-53 releases from 5301)

- AFFAIR IN MONTE CARLO**—ROMD—Marle Oberon, Richard Todd, Leo Genn—Interesting romantic import—75m.—see Aug. 26 issue—(Technicolor)—(English-made)—(5307).
- BAD BOY**—MD—Lloyd Nolan, Jane Wyatt, Audie Murphy Reissue has the selling angles—86m.—see June 3 issue—(AA-15).
- BAD MEN OF TOMBSTONE**—W—Barry Sullivan, Marjorie Reynolds, Broderick Crawford—Reissue western has the angles—73m.—see June 3 issue—(AA-11).
- CLIPPED WINGS**—C—Leo Gorcey, Huntz Hall, June Vincent—Okeh "Bowery Boys" entry—65m.—see Aug. 12 issue—(5320).
- COW COUNTRY**—OD—Edmond O'Brien, Helen Westcott, Bob Lowry—Okeh outdoor show—82m.—see May 6 issue—(5310).
- FIGHTING LAWMAN, THE**—OMD—Wayne Morris, Virginia Grey, John Kellogg—Okeh action film—71m.—see Oct. 7 issue—(5334).
- FORT VENGEANCE**—OD—James Craig, Keith Larsen, Rita Moreno—Northwest Mounted Police show will fit neatly into the duallers—76m.—see Apr. 8 issue—(Cinecolor)—(5303).
- GHOST OF CROSSBONE CANYON, THE**—W—Guy Madison, Andy Devine—Routine western—56m.—see Apr. 8 issue—(Monogram).
- HOMESTEADERS, THE**—W—Wild Bill Elliott, Robert Lowry, Barbara Allen—Okeh western—62m.—see Apr. 22 issue—(5323).
- HOT NEWS**—MD—Stanley Clements, Glorio Henry, Ted de Corsia—Okeh programmer for the lower half—60 1/2m.—see Oct. 7 issue—(5327).
- JALOPY**—C—Leo Gorcey, Huntz Hall, Jane Easton—Okeh series entry—62m.—see Apr. 8 issue—(5318).
- LOOSE IN LONDON**—C—Leo Gorcey, Huntz Hall, Angela Greene—Okeh series entry—63m.—see June 3 issue—(5319).
- MARKSMAN, THE**—W—Wayne Morris, Stanford Jolley, Elena Verdugo—Okeh outdoor entry for the duallers—61m.—see Apr. 8 issue—(5333).
- MAZE, THE**—MYMD—Richard Carlson, Veronica Hurst, Katherine Emery—3-D mystery meller has the angles for the selling—81m.—see July 15 issue—(3-D)—(3101)—(2-D)—(5401).
- MEXICAN MANHUNT**—MD—George Brent, Hillary Brooke, Karen Sharpe—Meller will fit into the duallers—71m.—see Sept. 9 issue—(5317).
- MURDER WITHOUT TEARS**—MD—Craig Stevens, Joyce Holden, Richard Benedict—Okeh for the lower half—64m.—see July 15 issue—Leg.: B—(5328).
- NORTHERN PATROL**—MD—Kirby Grant, Gloria Talbott, Chinook—Routine "Chinook" series entry—63m.—see July 15 issue—(5330).
- PRIVATE EYES**—C—Leo Gorcey, Huntz Hall, Joyce Holden—Average "Bowery Boys" entry—64m.—see Oct. 21 issue—(5321).
- REBEL CITY**—W—Wild Bill Elliott, Marjorie Lord, Robert Kent—Fair western—63m.—see June 3 issue—(5324).
- ROAR OF THE CROWD, THE**—ACD—Howard Duff, Helene Stanley, Dave Willock—Okeh for the duallers—71m.—see June 17 issue—(Cinecolor)—(5311).
- ROSE BOWL STORY, THE**—CD—Marshall Thompson, Vera Miles, James Dobson—Reissue has plenty of angles—73m.—see Sept. 9 issue—(5204).
- ROYAL AFRICAN RIFLES, THE**—MD—Louis Hayward, Veronica Hurst, Roy Glenn—Fair meller of African intrigue—76m.—see Sept. 23 issue—(Cinecolor)—(5403).
- SAFARI DRUMS**—AD—Johnny Sheffield, Douglas Kennedy, Barbara Bestar—Better series entry—71m.—see July 1 issue—(5314).
- SON OF BELLE STARR**—OD—Keith Larsen, Dona Drake, Peggie Castle—Okeh programmer for the lower half—70m.—see July 15 issue—(Color)—(5309).
- TOPEKA**—W—Wild Bill Elliott, Phyllis Coates, Rick Vallin—Okeh western—69m.—see Sept. 9 issue—(5325).
- TRAIL BLAZERS**—MD—Alan Hale, Jr., Richard Tyler, Barney McCormack—Okeh for the juvenile and small town trade—64m.—see May 6 issue—(5329).
- TRAIL OF THE ARROW**—W—Guy Madison, Andy Devine, Wendy Waldron—For the lower half—56m.—see Sept. 9 issue—(Monogram).
- VIGILANTE TERROR**—W—Wild Bill Elliott, Mary Ellen Kay, Myron Healey—Okeh outdoor show—70m.—see Oct. 21 issue—(5422).
- YELLOW HAired KID, THE**—Guy Madison, Andy Devine, Marcia Mae Jones—For the lower half—54m.—see June 3 issue—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

- ARROW IN THE DUST**—Sterling Hayden, Coleen Gray—(Technicolor)—(5404).
- BITTER CREEK**—Wild Bill Elliott, Beverly Garland.
- DRAGONFLY SQUADRON**—John Hodiak, Barbara Britton—(3-D).
- FIGHTER ATTACK**—Sterling Hayden, Joy Poge, Dave Willock—(Color)—(5402)—80m.
- GHOST OF O'LEARY, THE**—Yvonne De Carlo, Borry Fitzgerald, David Niven—(Technicolor)—(Made in England).
- GOLDEN IDOL, THE**—Johnny Sheffield, Anne Kimbell.
- HOUSE BY THE SEA**—Richard Conte, Joan Bennett, Wanda Hendrix—(3D)—(5405).
- JACK SLADE**—Mork Stevens, Dorothy Malone—(5406)—90m.
- JENNIFER**—Ida Lupino, Howard Duff—(5407)—73m.
- OFF THE RECORD**—Barry Sullivan, Dorothy Malone.
- PARIS BOMBSHELLS**—Leo Gorcey, Huntz Hall, Veola Vonn.
- PRIDE OF THE BLUE GRASS**—Lloyd Bridges, Vera Miles, Margaret Sheridan—(Color)—(5410).
- RIOT IN CELL BLOCK 11**—Neville Brand, Robert Osterloh, Emile Meyer.
- TEXAS BADMAN**—Wayne Morris, Elaine Riley—(5335)—62m.
- WORLD FOR RANSOM**—Dan Duryea, Gene Lockhart, Marion Carr—(5408).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 50, No. 26

OCTOBER 28, 1953

- YELLOW BALLOON, THE**—Andrew Ray, Kathleen Ryan, Kenneth More—(English-made)—(5430)—80m.
- YUKON VENGEANCE**—Kirby Grant, Mory Ellen Koy, Carol Thurston, Chinook.

- RETURN OF RAFFLES**—George Borraud, Carmilla Horn—(English-made).
- ROBOT MONSTER**—George Nader, Claudia Barrett, Gregory Moffett—(3-D)—65m.

Astor

- FOUR SIDED TRIANGLE, THE**—MD—Barbara Payton, James Hayter, Stephen Murray—Fair science fiction import for the lower half—81m.—see June 3 issue—(English-made).
- IT STARTED IN PARADISE**—D—Martita Hunt, Jane Hylton, Ian Hunter—Moderate British import—88m.—see Aug. 12 issue—(Technicolor)—(English-made)—(Rank).
- LONG MEMORY, THE**—MD—John Mills, John McCallum, Elizabeth Sellars—Okeh English import—90m.—see Aug. 12 issue—(English-made)—(Rank).
- RETURN OF THE PLAINSMAN**—OMD—Chips Rafferty, Henry Murdoch, Jeannette Elphick—For the art spots or lower half at regular houses—67m.—see Oct. 7 issue—(Australian-made).
- THIEF IN SILK**—MD—Eduardo Casado, Philip Reed, Jean Bradley—Import will fit into the lower half—88m.—see Apr. 22 issue—(Made in Cuba)—(English dialogue).

TO BE REVIEWED OR IN PRODUCTION

- CAPTAIN SCARFACE**—Barton MacLane, Leif Erickson, Virginia Grey.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D Indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

- | | |
|-------------------------------------|----------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | RD—Religious drama |
| DFAN—Drama fantasy | ROMC—Romantic comedy |
| DMU—Dramatic musical | ROMCMU—Romantic comedy musical |
| DOC—Documentary | ROMD—Romantic drama |
| DOCD—Documentary drama | ROMDMU—Romantic drama with music |
| DOCMD—Documentary melodrama | SAT—Satire |
| ED—Educational feature | SFD—Science fiction drama |
| F—Farce | SCD—Sex-comedy drama |
| FAN—Fantasy | TRAV—Travelogue |
| FANMU—Fantasy musical | W—Western |
| FMD—Farce musical | WC—Western comedy |
| HISD—Historical drama | WCMU—Western comedy musical |
| MDMU—Melodrama musical | WD—Western drama |
| MD—Melodrama | WMD—Western melodrama |
| MUC—Musical comedy | WMDMU—Western melodrama musical |
| | WMU—Western musical |

Columbia

(1952-53 releases from 501;
(1953-54 releases from 601)

- AFFAIRS OF MESSALINA, THE**—HISD—Memo Benassi, Maria Felix, George Marchal—Import will find slow going—108m.—see June 17 issue—(Italian-made)—(Dubbed in English)—(548).
- AMBUSH AT TOMAHAWK GAP**—OD—John Hodiak, John Derek, Maria Elena Marques—Okeh outdoor show—73m.—see May 6 issue—Leg.: B—(Technicolor)—(522).
- BIG HEAT, THE**—MD—Glenn Ford, Gloria Grahame, Jocelyn Brando—Good meller—90m.—see Sept. 23 issue—Leg.: B—(615).
- CHINA VENTURE**—MD—Edmond O'Brien, Barry Sullivan, Jocelyn Brando—War meller for the duallers—83m.—duallers—69m.—see Sept. 9 issue—(611).
- COMBAT SQUAD**—MD—John Ireland, Lon McCallister, Jill Hollingsworth—For the lower half—72m.—see Oct. 7 issue—(613).
- CONQUEST OF COCHISE**—MD—John Hodiak, Robert Stack, Joy Page—Okeh for the duallers—70m.—see Aug. 26 issue—(Technicolor)—(610).
- CRUISIN' DOWN THE RIVER**—MU—Dick Haymes, Audrey Totter, Billy Daniels—Pleasant musical for the duallers—81m.—see Sept. 9 issue—(Technicolor)—(606).
- 5,000 FINGERS OF DR. T, THE**—FAN—Peter Lind Hayes, Mary Healy, Hans Conried, Tommy Rettig—Beautifully mounted fantasy will need plenty of selling—88m.—see Sept. 9 issue—(Technicolor)—(604).
- FLAME OF CALCUTTA**—MD—Denise Darcel, Patric Knowles, Paul Cavanagh—Average programmer—70m.—see Sept. 9 issue—(Technicolor)—(603).
- FORT TI**—HISD—George Montgomery, Joan Vohs, Irving Bacon—3-D novelty is the principal asset—73m.—see May 20 issue—(Technicolor)—(3-D)—(546).
- FROM HERE TO ETERNITY**—D—Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed—High rating picturization of best seller—118m.—see Sept. 9 issue—Leg.: B—(616).
- 49TH MAN, THE**—MYMD—John Ireland, Richard Denning, Suzanne Dalbert—Interesting meller for the duallers—73m.—see May 20 issue—(529).

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for (1953-54), FITZPATRICK TRAVELTALKS (8), GOLD MEDAL REPRINT CARTOONS (6), MUSICAL SPECIAL (1), PROPHECIES OF NOSTRADAMUS (4), PETE SMITH SPECIALTIES (10), Paramount Two Reel MUSICAL PARADES (6), CASPER CARTOONS (6), GRANTLAND RICE SPORTLIGHTS (12).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for (1953-54), HEADLINER CHAMPIONS (6), HERMAN AND KATNIP (4), KARTUNES (6), NOVELTOONS (6), PACEMAKERS (6), POPEYE CARTOONS (8), POPEYE CHAMPIONS (4), TOPPERS (6), RKO Two Reel EDGAR KENNEDY REISSUES (6), LEON ERROL REISSUES (6), RAY WHITLEY REISSUES (2).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for SPECIALS (8), SPORT SPECIALS (2), COLOR SPECIALS (1), TRUE-LIFE ADVENTURES (2), MY PAL REISSUES *(2), One Reel SCREENLINERS (13), SPORTSCOPES (13), 3-D COLOR SPECIAL (2-D), WALT DISNEY CARTOONS (18), MICKEY MOUSE BIRTHDAY CARTOON REISSUES (6), ADVENTURES IN MUSIC CARTOONS (Technicolor), Republic Three Reels SPECIALS (1), SERIALS (3), SPORTS SPECIAL (1), One Reel THIS WORLD OF OURS (6) (Trucolor), 20th Century-Fox One Reel LEW LEHR RE-RELEASES (2).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes entries like 'SEE IT HAPPEN (4)', 'SPORTS (6)', 'TERRYTOONS (26)', 'MEDAL OF HONOR (4)', and 'SPECIAL'.

United Artists

Two Reel

MEDAL OF HONOR (4)

Table with columns: Title, Rating, Running Time, Page Reviewed. Includes Richard P. Hobson, Dr. Mary Walker, Jullus Langbein, Joseph C. Rodriguez.

SPECIAL

Table with columns: Title, Rating, Running Time, Page Reviewed. Includes Marciano-Walcott Fight.

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed. Includes Xavier Cugat and his Orchestra, Don Cornell Sings.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes 'The Modernaires with Lawrence Welk's Orchestra', '3-D MUSICAL FEATURETTES', 'SPECIALS (2)', 'THE EARTH AND ITS PEOPLE (13)', 'COLOR PARADES (8)', 'VARIETY VIEWS (8)', 'WALTER LANTZ CARTUNES (13)', 'WOODY WOODPECKER (3-D)', and 'Warners'.

Warners

THREE REEL SPECIAL

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed. Includes Black Fury (Warner-Color).

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes 'Two Reel SPECIALS (12)', 'CLASSICS OF THE SCREEN (6)', 'BLUE RIBBON HIT PARADES (13)', 'BUGS BUNNY SPECIALS (8)', 'JOE McDOAKES COMEDIES (6)', 'MELODY MASTER BANDS REISSUES (6)', 'MERRIE MELODIES (22)', 'THE SPORTS PARADE (10)', and 'VITAPHONE VARIETIES (7)'.

Miscellaneous

Table with columns: Title, Rating, Running Time, Page Reviewed. Includes Aloha Nui (Vistarama), Ben and Me (Disney), Cinderella's Love Lesson, Heart of Highland, The Hypnotic Hick, Song Without Words, Telephone Goes To Camp, Toot, Whistle, Plunk, and Boom, USSR Today No. 18, USSR Today No. 22, World At Your Feet, The World Skating Championship.

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPETT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
SEPT. Mexican Manhunt G. Brent, K. Sharpe The Fighting Lawman W. Morris, V. Grey, J. Kellog The Royal African Rifles L. Hayward, V. Hurst (Color) The Rose Bowl Story M. Thompson, V. Miles (Color) (Reissue)	SEPT. From Here To Eternity M. Clift, B. Lancaster, D. Kerr Sky Commando D. Duryea Saginaw Trail, W G. Austry The Untamed Breed S. Tufts China Venture E. O'Brien, J. Brande Conquest Of Cochise J. Hodiak, J. Page (Technicolor)	SEPT. Norman Conquest T. Conway, E. Bartok, J. Shelton Project Moon Base D. Martell, R. Ford, H. Rorke Shadow Man C. Ramera (English-made)	SEPT. (1953-54) Half A Hera R. Skelton, J. Hagen, P. Bergen Terror On A Train G. Fard, A. Vernon, M. Denham (Made in England) The Actress S. Tracy, J. Simmons, T. Wright	SEPT. (1953-54) Roman Holiday G. Peck, A. Hepburn, E. Albert (Made in Italy) The Caddy D. Martin, J. Lewis, D. Reed	SEPT. Top Hat F. Astaire, G. Rogers (Reissue) Suspicion C. Grant, J. Fantaine (Reissue)	SEPT. El Paso Stampede, W A. Lane, E. Waller, P. Coates Trent's Last Case M. Wilding, O. Welles (English-made)	SEPT. City Of Bad Men J. Crain, D. Robertson (Technicolor) Mister Scoutmaster C. Webb, F. Dee, G. Winslow A Blueprint For Murder J. Coiten, J. Peters Broken Arrow J. Stewart (Technicolor) (Reissue) I Was A Male War Bride C. Grant (Reissue)	SEPT. Sabre Jet R. Stack, C. Gray (Color) (Krueger) 99 River Street J. Payne, E. Keyes (Small) The Joe Louis Story P. Stewart (Silliphant) The Fake D. O'Keefe, C. Gray (Pallos) (Made in England) Danovan's Brain L. Ayres, N. Davis (Dawling) Na Escape L. Ayres, S. Tufts (Matthugh)	SEPT. The Stand At Apache River S. McNally, J. Adams, H. Marlowe (Technicolor) Wings Of The Hawk V. Heffin, J. Adams (Technicolor) (3-D) (2-D) The Golden Blade R. Hudson, P. Laurie (Technicolor) Desperate Moment D. Bogarde, M. Zetterling (English-made) (Rank)	SEPT. (1953-54) Island In The Sky J. Wayne, L. Nolan, A. Devine The Beggar's Opera L. Olivier S. Holloway, M. Grahame (English-made) (Technicolor) (Special Engagements) The Moonlighter B. Stanwyck, F. MacMurray (3-D)
OCT. Hot News S. Clements, G. Henry Jennifer I. Lupina, H. Duff The Yellow Balloon A. Ray, K. Ryan (English-made)	OCT. The Big Heat G. Ford, G. Grahame Slaves of Babylon R. Cante, L. Christian (Technicolor) Combat Squad J. Ireland, L. McCallister	OCT. Undercover Agent D. Walsh, H. Court (English-made) The Man From Cairo G. Rafi, G. M. Canale (Made in Europe) The Fighting Men Special cast (Italian-made) Sins Of Jezebel P. Goddard, G. Nader (AnascoColor)	OCT. Mogambo C. Gable, A. Gardner, G. Kelly (Made in Africa and England) (Technicolor) Take The High Ground R. Widmark, E. Stewart, K. Malden (AnascoColor) Torch Song J. Crawford, M. Wilding (Technicolor)	OCT. The War Of The Worlds G. Barry, A. Robinson (Technicolor) Little Boy Lost B. Crosby, C. Dauphin, G. Dorziat (Partly made in France) Those Redheads From Seattle J. Payne, R. Fleming, G. Mitchell (Technicolor) (3-D) (2-D) Appointment In Honduras G. Fard, A. Sheridan, Z. Scott (Color)	OCT. Follow The Fleet (Reissue) Out Of The Past (Reissue) Marry Me Again M. Wilson, R. Cummings Louisiana Territory V. Winter, L. Zinzer (Pathe Color) (3-D) (2-D) Decameron Nights J. Fontaine, L. Jourdan (Technicolor) (English-made) Appointment In Honduras G. Fard, A. Sheridan, Z. Scott (Color)	OCT. Sea Of Lost Ships J. Derek, W. Hendrix, W. Brennan Shadows Of Tombstone, W R. Allen, S. Pickens, J. Cooper	OCT. Thy Neighbor's Wife H. Haas, C. Moore Vicki J. Crain, J. Peters, C. Adams The Robe R. Burton, V. Mature, J. Simmons (Technicolor) (CinemaScope)	OCT. Man In Hiding P. Henreid, L. Maxwell (Paal) (Made in England) The Steel Lady R. Cameron, T. Hunter (Small) Dragon's Gold J. Archer, H. Braake (Wisberg-Pollexfen) The Village J. Justin, E. Dahlbeck (Wechsler) (European-made) Crossed Swords E. Flynn, G. Lollobricida, N. Gray (Mahon-Vassarotti) (Parthe Color) (Made in Italy)	OCT. The All American T. Curtis, L. Nelson, R. Long East Of Sumatra J. Chandler, M. Maxwell, A. Quinn (Technicolor) The Tirfield Thunderbolt S. Holloway, G. Relph (Technicolor) (English-made) (Rank) The Gentle Gunman J. Mills, D. Bogarde, E. Sellers (English-made) (Rank)	OCT. A Lion Is In The Streets J. Cagney, B. Hale, A. Francis (Technicolor) Blowing Wild G. Cooper, B. Stanwyck, R. Roman (Made in Mexico) So Big J. Wyman, S. Hayden
NOV. Vigilante Terror B. Elliott, M. K. Ellen Fighter Attack S. Hayden, J. Page (Color) Jack Slade M. Stevens, D. Malane Six Gun Decision, W Two Gun Marshal, W Border City Rustlers, W Secrets Of Outlaw Flats, W (All with G. Madison, A. Devine)	NOV. Gun Fury R. Hudson, D. Reed, (Technicolor) (3-D) Prisoners Of The Casbah G. Grahame, C. Romera, (Technicolor) (Technicolor) Paris Madel M. Maxwell, P. Goddard, Last Of The Pony Riders, W. G. Austry, P. Carey, (Technicolor) (3-D)	NOV. Terror Street D. Duryea Fortune In Diamonds S. Brady, M. Castle Limping Man L. Bridges, M. Castle	NOV. All The Brothers Were Valiant R. Taylor, S. Granger, A. Blyth (Technicolor) Kiss Me Kate K. Grayson, H. Keel, A. Miller (AnascoColor) (3-D) (2-D)	NOV. Flight Ta Tangier J. Fontaine, J. Palance, C. Calvert (Technicolor) (3-D) (2-D) Botany Bay A. Ladd, J. Masan, P. Medina (Technicolor) Cease Fire Korean war film (3-D)	NOV. Son Of Sinbad D. Robertson, S. Forrest, M. Blanchard, L. St. Cyr, V. Price (Technicolor) Flight Nurse J. Leslie, F. Tucker Crazylegs E. Hirsch, L. Nolan, J. Vohs	NOV. How To Marry A Millionaire B. Grable, M. Monroe, R. Calhoun (Technicolor) (CinemaScope) Miss Robin Crusoe A. Blake, G. Nader, (Eastman Color) Fallen Angel A. Faye, D. Andrews, (Reissue) Forever Amber L. Darnell, C. Wilde, (Reissue) A Yank In The R.A.F. T. Power, B. Grable, (Reissue)	NOV. Shark River S. Cochrane, C. Matthews, (Color) (Rawlins) Captain John Smith and Pocahontas A. Dexter, J. Lawrence, A. Hale, Jr. (Color) (Wisberg-Pollexfen) Song Of The Land Nature Documentary (Harrison-Roberts) Stranger On The Prowl P. Muni, T. Loring (Foreign-made)	NOV. The Glass Web E. G. Robinson, J. Forsythe, K. Hughes (3-D) (2-D) Back To God's Country R. Hudson, S. Cochran, M. Henderson (Technicolor) The Veils Of Bagdad V. Mature, M. Blanchard, (Technicolor) Something Money Can't Buy A. Steel, (English-made) (Rank)	NOV. Calamity Jane D. Day, H. Keel, G. Nelson (Technicolor) Honda J. Wayne, G. Page (WarnerColor) (3-D) The Treasure Of Sierra Madre H. Bogart, W. Hustan (Reissue) Key Largo H. Bogart, L. Bacall (Reissue)	

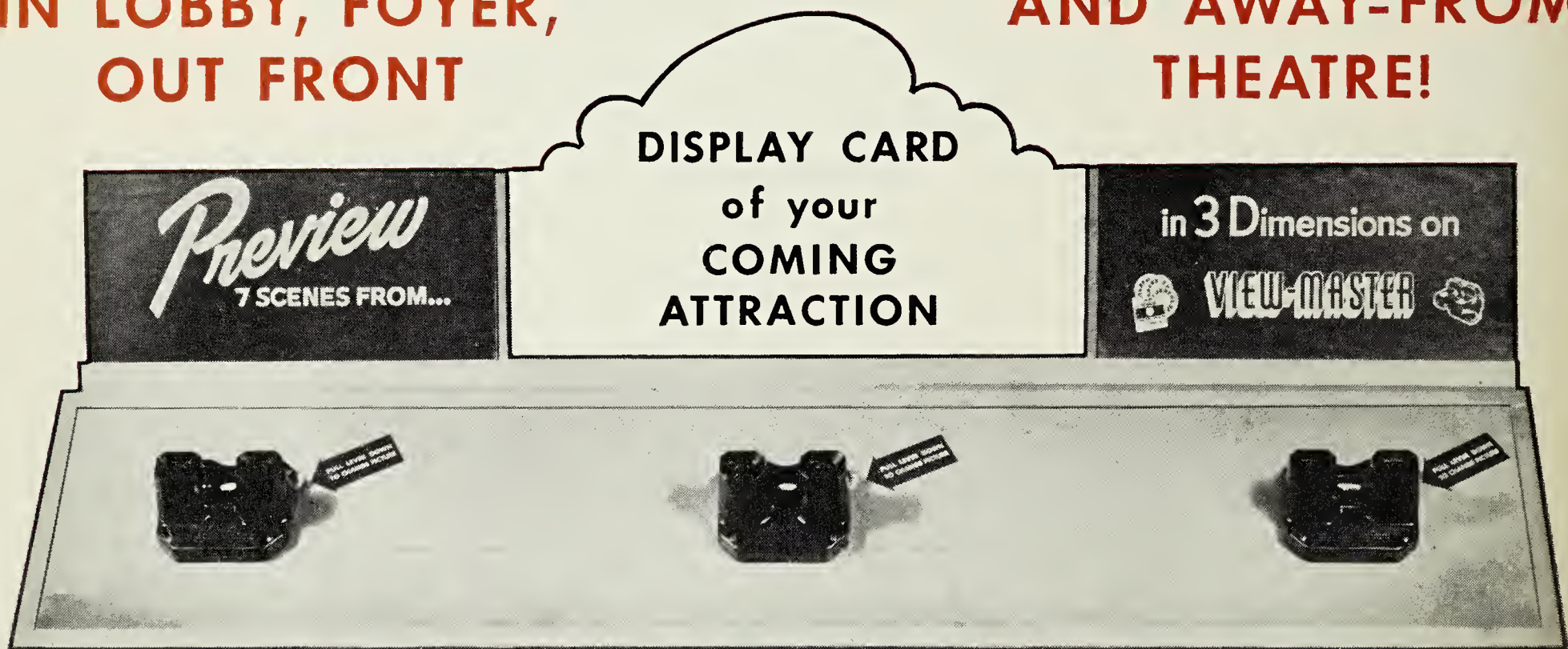
OBSERVANCES
Oct. 31—Halloween
Nov. 3—Election Day
Nov. 11—Armistice Day
Nov. 26—Thanksgiving

REALART
Sept.—Counsellor At Law—J. Barrymore, B. Daniels (Reissue)
Pittsburgh—J. Wayne, M. Deitrich (Reissue)
Gung Ho—R. Scott, R. Mitchum (Reissue)
Green Hell—D. Fairbanks, Jr., J. Bennett (Reissue)
Oct.—Eagle Squadron—R. Stack, D. Barrymore (Reissue)
Keep 'Em Flying—Abbott and Costello (Reissue)
Buck Privates—Abbott and Costello (Reissue)

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